

# CITY events

Where cities meet sport

facts and figures  
**PRESS KIT**  
2013 edition content



**13-14-15**  
November 2013  
**Lausanne**  
SWITZERLAND

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Host City



[cityevents-sport.com](http://cityevents-sport.com)

2013 theme: Sporting events in the near future



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## CITY EVENTS IN FACTS

### City Events 2013, 3 days that will shape the future of sports events!

**Lausanne, Switzerland – Crisp fall weather on the shore of Lake Geneva, served as the perfect backdrop for this year City Events Conference, as cities met with International Sports Federations and sports event stakeholders on November 13th-15th, 2013.**

Winter Universiad flame welcomed by Leonz Eder and an enthusiastic crowd



This year, over 250 participants from 24 countries gathered at the Beaulieu Congress Center, to discuss the future of sporting events. The theme, “Sporting Events in the Near Future,” led to a diverse and interesting set of discussions; hitting on topics such as creating long-term value from your event, venue legacy, and tools and trends of tomorrow. The conference was marked by high quality debates, thanks to our highly esteemed speakers, excellent moderators, and an enthusiastic and engaged audience.

Four main themes were debated during 1 keynote session, 4 plenary sessions, and 4 breakout sessions:

- Creating value for and from your event,
- Legacy and innovative venue concepts: Optimising existing and refurbished venues + Utilising temporary venues and considering events without venues.
- Sport event budget management: Operational budget management and effective procurement + Latest tools to measure event ROI.
- New trends of tomorrow: Events of tomorrow + Tools of tomorrow.

The opening included great speeches by **Leonz Eder, Vice-President FISU**, **Olivier Ferraton, CEO, GL events** and **Patrice Iseli, Head of Sports, City of Lausanne**, who gave us an interesting point of view of the Olympic Capital and about sports events in the near future.

Another highlight of the opening session was a surprise appearance by the Winter Universiad flame, currently making its way across to Trentino.

## City Events: Many Networking Opportunities

In addition to excellent speeches, and rousing debates, City Events is first and foremost an opportunity to meet and connect with individuals from the international sports business world. One of the highlights of the conference is the one-on-one meetings session, which allows cities to meet individually with sports federations, sports events organizers, and sponsors. This year, 35 cities were represented, from five continents, and 28 international sports federations were present. All in all, 147 one-on-one meetings were organized during the two-hour meeting session. This unique networking opportunity was followed by the FISU reception held at the Rolex Learning Center.

This year's City Events conference was the most successful conference to date, and we hope it will result in many great sporting events in the coming years. We are already looking forward to next year's conference, where we hope to build on this year's success to hold a bigger and better City Events 2014.

**We look forward to welcoming you to the 5th City Events, which will be held on November 12th through the 14th, 2014.**

Relive the highlights of 2013 City Events through pictures: [Click-here](#).

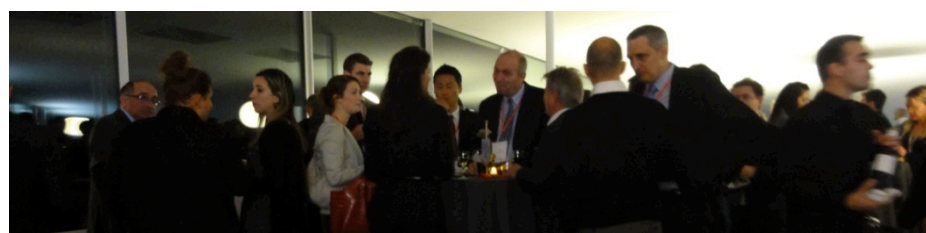
Find all speakers list and more information on:

[www.cityevents-sport.com](http://www.cityevents-sport.com)

One-to-One meetings:  
147 meetings booked in 2 hours.



FISU Reception  
at the Rolex Learning Centre



## CITY EVENTS IN FIGURES

**3 days**

**10 conferences**

**31 speakers**

**250 participants**

**24 countries/5 continents**

**35 cities representatives**

**28 International  
Sport Federations**

**147 meetings held  
in 2 hours**

## CONFERENCES SUMMARY

### Value For and From Your Event: Aligning your Interests with those of your Citizens

Throughout the conference, one overarching theme emerged regarding the future of sporting events. Cities and event planners feel pressure to deliver, bigger, better and more exciting sporting events, but regular citizens, concerned with the economic climate and environmental impacts, are not as enthusiastic about bringing these mega-events to their cities. **Donna de Varonna, President of DAMAR Production Inc and former Olympian**, touched on this theme on the first night of the conference when she discussed managing expectations as a part of value creation.

She said it is important to rein in ambitions, as “unmet expectations can damage a sporting event, and the host city’s image.” She also talked about how large events, with the singular goal of bringing in profit, are not necessarily the best approach to creating value. She suggests that cause-related events, such as “run for the cure” events can be more beneficial, and can raise a city’s image exponentially. Value in a sporting event is more than just about bringing in money, it is about creating a legacy and benefiting people. **Bob Gruman, from Pricewater-Cooper**, touched on this idea when he discussed the importance of engaging the population, tapping into a city’s intellectual capital, and encouraging participation. According to him, the intangible impacts of sporting events can be as significant as the tangible ones.



Donna de Varonna,  
President of DAMAR Production Inc  
and former Olympian Gold Medallist.



## Legacy and Innovative Venue Concept: All Event Planning Must Start with a Clear Goal

The second day of discussion focused on event legacy, particularly in regard to venues. **Helen Rowbotham, Director of Consulting at PMP legacy**, gave an excellent presentation, stressing the importance of considering post-event legacy before event planning even begins. Legacy must never be an afterthought, she explained. When building a new venue it must be designed for legacy, with post-event usage in mind, not built specifically for one event; or as Rowbotham put it succinctly, **“design venues for legacy, and adapt them for the event.”** Shawn Dawson, Chief Executive of Lee Valley Regional Park Authority, continued on with this idea, saying that the main challenge for long-term planning is that decision makers often do not have long-term accountability. That is why the risk of building “white elephants,” like the venues in Athens, is so high; building for legacy is not always easy.

**André Gueisbuhler, Secretary General of the International Gymnastics Federation (FIG)**, moved the discussion to the topic of repurposing existing venues for use in other events. He said it is important for cities to find events that fit the venues they already have, advising **“don't be afraid to get creative when adapting your venue to fit different kinds of sporting events.”** The addition of temporary structures to existing venues, to add a space for training facilities for example, is a great way to adapt venues a city might already have. In line with this thinking, **Geraint John from Populous**, said that when considering legacy you must think about what it is you want to pass on to the future, he suggests, **“leave only what is useful.”** In the breakout session **Guillaume Massard, from GL events**, highlighted the benefits of temporary venues and modular stadiums as they are less expensive, can fit time constraints, and help avoid building “white elephants.”



Breakout Session 1B:  
Utilising Temporary Venues and  
Considering Events without Venues.

## Sport Event Budget Management: Budgeting with a Clear Picture in Mind

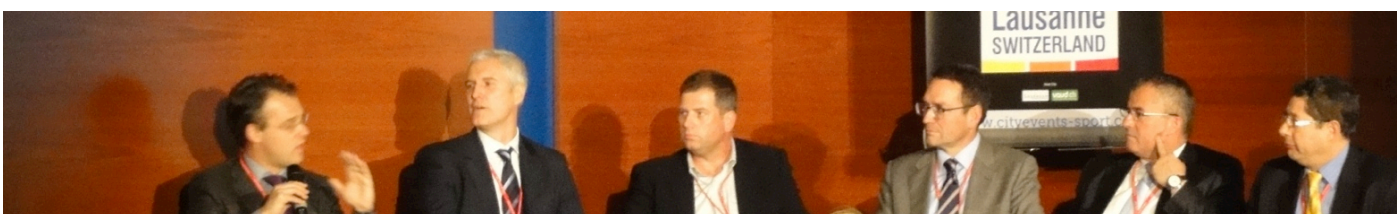
The afternoon session on the second day took on a slightly different tone with the discussion of effective event budget management. As with legacy planning, the main point was that effective event budget management relies on a clear set goal established before event planning starts. **David Dellea, Pricewater-Cooper**, hit on this idea when he said, “Having a vision is the most underestimated building block of budget planning.”

**Alf Oschatz, of AECOM**, made the point that every city is different, and has different needs; expenditure varies from event to event and city to city. **Paul Freundensprung**, speaking from his experience with X-Games Barcelona, stressed the importance of making sure your budget is as accurate as possible. Accurate information on costs and requirements are essential for anticipating expenditure for the event, and avoiding high-unexpected costs. He also recommends making sure the event has adequate starting capital, as ticketing and advertising revenues come late in the event. **Didier Besseyre, EFSC**, suggested that recruiting volunteers is a good way to regulate costs, but he also cautioned about relying entirely on volunteer labor.

**James Paterson, REPUCOM**, discussed ways to measure return on investment for sporting events. He reasoned, that sporting events deliver much more than just economic impact, and as such it is important to measure ROI holistically. He went on to list five measurable “impact pillars” that can be use to assess ROI, they are: economic, brand, community, tourism, event attendee satisfaction. Paterson also explained that brand fit is important when deciding to support a sports event to your city, as you must select sporting events that match the image your city would like to project.

This breakout session allowed participants to hear from organizations that typically do not speak at sports business events, but have valuable insight to offer; like the **Union Nationale du Sport Scolaire**, represented by **Laruent Petrynka**, which promotes sports in schools.

Plenary Session 2: Q&A time with the attendees and the moderator, Phil Savage, SportBusiness with David Dellea, Paul Freundensprung, James Paterson, Alf Oschatz, Didier Besseyre





## New Trends of Tomorrow: The Future is Now: Social Media and Real Time Marketing of Sporting Events

On the last day of the conference, our speakers discussed one of the most relevant topics for modern sporting events; how to use digital tools effectively to help you with your event planning. City Events was fortunate enough to host two industry experts who shared their knowledge and insights on social media and digital tools relating to sporting events.

According to **Carlos de Marchis, Chief Product Officer at deltatré**, digital tools have caused a disruption in the way content is created, transmitted, and consumed. Through social media, he explained, anyone can be a storyteller. Athletes, teams, and International Federations have the opportunity to be their own broadcasters and connect with fans directly. This potential allows for inexpensive, real time marketing. **Boris Helleu, Senior Professor at UNICAEN**, adds that in relation to sports, social media is about fan engagement and fan satisfaction. As he explained, sporting events in themselves are about creating unique emotional experiences that are meant to be shared, and social media allows fans to do so with an even wider audience. *"Feel it, share it,"* he said. Social media has caused a cultural revolution in the way information is consumed, and properly harnessing this technology can lead to great results for your sporting event.



Plenary Session 3B: Tools of Tomorrow - with Vincent Chaudel, Carlo de Marchis, Boris Helleu, Claude Droussent and Kevin Robert (SportBusiness) as a moderator.

## Urban Events: The Event of Tomorrow, Today

The last day was also dedicated to discussing the “Event of Tomorrow.” The economic and environmental pressures mentioned previously have given way to smaller, more innovative events that are competing with expensive, traditional mega-events, and succeeding. Urban events are particularly popular, allowing cities to host events right in the heart of their city, and providing an opportunity for increased visibility. Urban events often take the form of marathons or bicycle races, which as **Baptiste Kern, Marketing and Development manager at A.S.O.**, explained, makes the city the venue and creates a unique touristic marketing opportunity. It was mentioned earlier in the conference, that people who participate in these urban events are more likely to go back to that location to visit in the future, or recommend it as a travel destination to friends.

Races are not the only form of urban events possible; all sorts of sporting events can be adapted for an urban environment. **The International Federation of Sport Climbing (IFSC), represented by Marco Sclaris**, has taken a sport traditionally associated with nature, Rock Climbing, and has given it a place in the city through “urban climbing.” Rock climbing walls are placed near touristic destinations around the city, amazing onlookers with superhero-like acrobatics. Sometimes, even the buildings themselves can become the climbing walls. Another popular event is the **FISE, represented by Olivier Pascal**, which celebrates sports that are traditionally urban, like skateboarding and BMX, and creates a festival-like atmosphere that attracts enormous crowds. The FISE is celebrating its 15th year, proving that urban sporting events are not a passing trend, and are in fact the future.

Plenary Session 3A:  
Events of Tomorrow  
Moderated by Severine Hubert, JTA



## **CITY ENVENTS, What's next?**

### **Save the date:**

**12, 13, 14 November 2014**

### **Where:**

City Events has enjoyed its home in Lausanne the last three years, but we are ready to spread our wings and leave the nest. For next year's conference, City Events is looking to move to a new city, a new country, even a new continent. We want the opportunity to bring new cities and individuals to City Events, allowing you the opportunity to make new connections around the world.

Are you interested in bringing City Events closer to you?  
Consider submitting a bid to host City Events in your city!

Increase your city's visibility in the Sports Business World, and enter a bid to host next year's City Events Conference.

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