

Conference Programme 2010

DAY ONE

Wednesday 28th April 2010

10:00-10:15 **Opening of conference**

Hein Verbruggen, *Chairman*, SportAccord Convention

SportAccord Convention MC - Gregg Moss, *Television News Anchor/Reporter*, KUSA-TV/NBC Affiliate, Denver, Colorado

10:15-11:30 **PLENARY PANEL SESSION: The changing geography of sport**

What are the 'big picture' issues for sport in some of the newest and largest global markets, and what do the changing demographics for hosting events and sport consumption mean for all of us? What does mainstream sport's expansion into South America, Russia, India and Africa mean for market forces, finance, political relations, security, the travel industry, player talent and infrastructure?

INTRODUCTION: Joseph S. Blatter, *President*, FIFA

Moderator: Michael Barry Lenard, *Senior Managing Director*, Paladin Realty Partners

Dmitry Chernyshenko, *President/CEO*, Sochi 2014 Organizing Committee

Felipe de Faria Góes, *Secretary of Development*, City of Rio de Janeiro

Ma Guoli, *CEO & Managing Director*, Infront Sports & Media (China) Co.,Ltd.

Peter Hutton, *Chief Operating Officer*, Ten Sports (Taj TV Ltd)

Carlos Arthur Nuzman, *CEO & President*, Rio 2016 Organizing Committee for the Olympic Games

Sam Ramsamy, *IOC Member*, South Africa

11:30-12:45 **REGIONAL PERSPECTIVE: Sport in the Middle East**

A look at the unique demographics and fast-changing market for sports in what is becoming one of the most dynamic areas of growth for the global sporting community. To what extent is there a homogenous regional market for sports and what are its key characteristics? What are the prospects for leagues and events, television coverage and sponsorship, both international and regional? What is the outlook for national and local markets? How can Middle East businesses be encouraged to take a greater interest in and invest more in sport?

Moderator: Rebecca McLaughlin, *TV Presenter*, Dubai One Television

Ahmed Ali Al Hashmi, *Group Senior Vice President Brand Management*, EtiSalat

Adnan Hamad Al Hammadi, *CEO*, Horizon Media and Sport Services

H.E. Saeed H. Al-Tayer, *Chairman & CEO*, Meydan



Dr. Tariq Humaid Al Tayer, *Chairman, UAE Football League (UFL)*

Mohamed Juma Buamaim, *Vice Chairman & CEO, golf in DUBAi*

Dr. Rania Elwani, *Former Olympic Athlete, IOC member*

12:45-14:15 **Lunch in the Exhibition Area**

14:15-15:00 **INTERVIEW OF THE DAY: Rahul Dravid**, Indian cricketer

Rebecca McLaughlin, *TV Presenter, Dubai One Television*, talks to the legendary Indian cricket player.

15:00-16:00 **ROUND TABLE: Making the sponsorship relationship work long term**

Economic cycles go up and down, and so do the sporting fortunes of teams and players and the popularity of events, potentially impacting the value they bring to their sponsors. How can sponsors and the sports side work together to achieve more effective partnerships beyond three or even five years? How can sponsorships be kept fresh and meaningful? What are the benchmarks of success over time? Do all good sponsorships have to come to an end?

Moderator: Michael R. Payne, *International Sports Consultant, Special Advisor to Bernie Ecclestone F1, former IOC Marketing, Broadcast Rights Director 1984 – 2004*

Christophe Berthaud, *General Manager, Swiss Timing Ltd.*

Boutros Boutros, *Divisional Senior Vice President, Corporate Communications, Emirates Airlines*

Erica Kerner, *Global Olympic Games Director & Head of London 2012 Programme, adidas*

Lothar Korn, *Head of Marketing Communications, Audi AG*

Bernard Lapasset, *President, International Rugby Board*

16:30- **Sportaccord Networking Drinks Reception**

DAY TWO

Thursday 29th April 2010

10:00-10:15 **Opening of conference**

10:15-11:15 **INTERVIEW OF THE DAY in coordination with Beyond Sport: Ian Thorpe**, Olympic swimming champion

Gregg Moss, *Television News Anchor/Reporter, KUSA-TV/NBC Affiliate, Denver, Colorado* talks to the Australian swimming legend.

11:15-12:30 **PLENARY PANEL SESSION: Sport`s role as a leader in sustainable development**

How can the sporting community lead the way as a catalyst for change to create greener, more responsible and sustainable products and events? How can our community visibly demonstrate our contribution to sustainable development solutions and share good practice internationally? How can sport incorporate policies and sustainable conditions within our own organizations? What is the business case for sustainable development and what can be done to promote it? A



panel of experts from a variety of sectors will explain the opportunities and challenges that federations, sponsors, organizing committees, host cities and events face, and will discuss how sport can make real environmental, social and economic contributions to society.

Moderator: Ann Duffy, *Corporate Sustainability Officer, VANOC, and President, The Ann Duffy Group*

Thierry Borra, *Director, Olympic Games Management, The Coca Cola Company*

HRH Princess Haya Bint Al Hussein, *President, Dubai Organising Committee for the 2010 SportAccord Convention, President, International Equestrian Federation, and Member, International Olympic Committee*

Jacqueline Rast, *President, Major Programmes, CH2M HILL*

Malcolm Ross, *Executive Director of Operations & Venues, Olympic Park Legacy Company*

Jonathan Smith, *CEO, Golf Environment Organization*

12:30-13:30 Lunch in the Exhibition Area

13:30-14:45 GLOBAL AGENDA: The autonomy of sport

For most of the 20th century, the majority of European countries allowed sports organisations to develop independently. For many years clubs, regional, national and international federations, as well as NOCs and the IOC, operated in virtually complete independence of local and national government. They were self-regulating, while sport itself was becoming an increasingly important socio-cultural and economic sector. This may be about to change. The issue is now at a crossroads in Europe, with regulations which will ultimately affect sport world-wide. What do you need to know? Leaders from various sectors of the international sporting community, discuss the issues and share their views.

Moderator: Michael Lenard, *Senior Managing Director, Paladin Realty Partners*

Christophe de Kepper, *Chief of Staff, International Olympic Committee*

Nawal El Moutawakel, *former Sports Minister, Morocco, and Chairwoman, Rio 2016 Coordination Commission, IOC*

Pat McQuaid, *President, UCI*

14:45–15:30 AN AUDIENCE WITH: HH Sheikh Mohammed Bin Rashid AL Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai

The ruler of Dubai shares his views on the role of Dubai in the world of sport and talks about his experiences at the summit of the international sports business as the founder of Godolphin Racing, the foremost stable in thoroughbred racing, and creator of the Dubai World Cup, the world's richest race. With a global outlook from the start, Godolphin has won Group/Grade One races in an amazing 12 countries. In addition, the Sheikh's Darley Stud operation breeds race horses in the United Kingdom, Ireland, the United States, Japan and Australia as well as Dubai.

Moderated by: Najla Al Awadhi *CEO of TV Channels, Dubai Media Incorporated*



15:30-16:00 **CLOSING KEYNOTE ADDRESS: The role of sport as an agent of social change**
Sport has an unmatched potential to excite and inspire people regardless of nationality or creed, and the possibility of tapping into this energy has never been greater than in today's global village. Former United Nations Secretary General, Kofi Annan, offers his vision of how the potential of sport as a positive influence can be translated into concrete action for a healthier, greener, more just and peaceful world/city.

Kofi Atta Annan, *Former United Nations Secretary-General (1997-2006), Chairman, Kofi Annan Foundation*

16:00-16:30 **Kofi Annan** interview and Q&A with **Gregg Moss**

16:30-16:50 London presentation – **Paul Deighton**, *CEO, LOCOG*

16:50-17:00 Close of conference
Hein Verbruggen, *Chairman, SportAccord Convention*

17:00 **Sportaccord Networking Drinks Reception**