

City Forum 2010

Tuesday 27th April 2010

13:00-13:10 **WELCOME and INTRODUCTION to Session One**

SESSION ONE: FACILITIES

13:10-14:00 **PANEL DISCUSSION**

Permanent, temporary, or upgrading existing venues – what’s best for your city? Can sustainability ever be the most cost-effective solution? What do you need to know about identifying, rating and leveraging your city’s assets in order to attract sporting events to your area?

Moderator: Peter Van Gend, President, Siemens AG

John Coxeter-Smith, Partner, Head of Global Sports Group, Davis Langdon

Alpaslan Baki Ertekin, General Director, Istanbul Sport Events Co

Joel F. Finlay, Global Lead-Major Sport Events, KPMG LLP

Ronald Froehlich, President, International World Games Association (IWGA)

Robert J. Johnson, MRAIC, AIA, Principal, National Sport Practice Leader, Cannon Design Architecture Inc.

14:00-14:30 **CASE STUDY: London long-term – London’s 2012 post-Games strategy**

John Armitt, Chairman, Olympic Delivery Authority

What is going to happen to all the sporting venues London is building after the Games – and why? What will happen to them physically, financially, use-wise? Who are the relevant partners in these plans and why has it been decided to follow these approaches? Who and where has London drawn lessons from – other events, other cities? What are the question marks hanging over London’s approach to post-Games legacy?

14:30-15:00 **Coffee Break**

15:00-15:10 **WELCOME BACK and INTRODUCTION to Session Two**

SESSION TWO: ADDING VALUE

15:10-16:00 **PANEL DISCUSSION**

Looking beyond the sporting event in terms of value to your city. What other events or community programs can be tied in to the one you are hosting? There are a wealth of potential ‘add-ons’ that could reap huge financial and/or social rewards – what are the options for your city? How can the event you are hosting also be used to showcase your city and what makes it special? Local businesses and ethnic populations might be very supportive of sporting events that aren’t even on your radar, and could be closely linked to raising sponsorship revenue and ticket sales. Knowing who lives in your city can be a key step towards making the right hosting choices to guarantee success.

Moderator: Don Schumacher, Chairman, NASC

Marisol Casado, President, International Triathlon Union, IOC Member

Hans den Oudendammer, Director, Rotterdam Top Sport Foundation

Guru V.S. Malladi, Partner-Advisory Services-Infrastructure, Government, Ernst & Young India PVT Limited



Shane O'Leary, *CEO*, Sydney 2009 World Masters Games Organising Committee (SWMGOC)

16:00-16:30 **CASE STUDY: Durban and the FIFA World Cup 2010**

Dr Michael Sutcliffe, *City Manager*, Durban, South Africa

16:30-16:45 **Conclusions and Wrap-Up**