

Conference Programme

Monday 26th November

17:30 - 17:45	WELCOME - Olympia (GF) <i>Chair: Dr. Jacques Rogge, President, IOC</i>
17:45 - 18:45	KEYNOTE ADDRESSES - Olympia (GF) SPORT DEVELOPMENT: Global development of sport in the 21st century <i>Speaker: Pere Miro, Director Olympic Solidarity, IOC</i> MARKETING & MEDIA: New media opportunities and challenges for sport <i>Speaker: Paul Bristow, Managing Director, Delta Tre Media Ltd.</i>
19:00 - 20:00	Cocktail Reception - Foyer (GF)
20:00	FREE NETWORKING EVENING: It will be possible to book a restaurant from the registration desk and the Mövenpick restaurant will be open for dinner

Tuesday 27th November

08:30 - 09:00	MARKETING & MEDIA INTRO - Olympia 1+2 (GF) Getting your sport on TV <i>Speakers: Dominique Curchod, TV Producer/Journalist, Dominique Curchod Communication, Cédric Roger, Senior Producer, Hit The Roof SaRL</i>	08:30 - 09:00	SPORT DEVELOPMENT INTRO - Olympia 3+4 (GF) Maximum value from training centre programmes <i>Speaker: Gunther Huber, Director of Performance Development, BWF</i>
09:00 - 09:15	BREAKOUT WORKSHOPS & CASE STUDIES: PLEASE GO TO YOUR ASSIGNED ROOM AS INDICATED		
09:15 - 10:30	Breakout 1 - Salon VI (L1) WORKSHOP: Leveraging value in the current TV rights marketplace <i>Speaker: Nick Haigh, Director Television Properties, IEC in Sports</i> Breakout 2 - Salon III / IV (L1) WORKSHOP: Event rights and the law - "must-haves" for IFs <i>Speaker: Dan Harrington, Partner, Sports Lawyer, Couchman Harrington Associates</i> Breakout 3 - Olympia 1+2 (GF) CASE STUDIES: Maximising media exposure on a budget Radio news distribution - an overlooked resource <i>Speaker: David Luddy, Managing Director, DLI Radio Sport (International)</i> How to best leverage your media (TV, Internet, Mobile) assets on a global basis <i>Speaker: Claude Rubal, CEO, WCSN</i>	09:15 - 10:30	Breakout 4 - Salon I (L1) WORKSHOP: Training centre pros and cons - what's best for the athlete? <i>Speaker: Juan Carlos Holgado, Event Director, FITA</i> Breakout 5 - Salon VII / VIII (L1) WORKSHOP: Coaching education and management - getting the most from your training centres <i>Speaker: Dave Fitzpatrick, Sports Director, IIHF</i> Breakout 6 - Olympia 3+4 (GF) CASE STUDIES: Current developments in sports training centres - IF approach <i>Speakers: Michael Flynn, UCI Training Department Manager, UCI</i> <i>Elio Locatelli, Member Services Department Director, IAAF</i> <i>Pacal Colmaire, Development & Education Director, FITA</i>
10:30 - 11:00	Coffee Break - Foyer (GF)		
11:00 - 12:00	IF FORUM WRAP UP - Olympia (GF) Highlights and conclusions from the day's workshops with reports from IF rapporteurs <i>Moderator: Sarah Lewis, Secretary General, FIS</i>		
12:00 - 13:30	Buffet Lunch - Foyer (GF)		
13:30 - 14:30	IF FORUM GLOBAL FOCUS - Olympia (GF) Current issues of interest to the entire sporting community Development through sports - the IOC perspective <i>Speaker: T.A. Ganda Sithole, Director of International Cooperation and Development, IOC</i> Changing audience perception through sport presentation <i>Speaker: Greg Bowman, Managing & Creative Director, Great Big Events</i>		
14:30 - 15:00	Coffee Break - Foyer (GF)		
15:00 - 19:00	FREE TIME / NETWORKING: Meeting rooms available at the Mövenpick Hotel		
19:00	Cocktail Reception and Dinner - Olympic Museum		

 Plenary Sessions	 Free Time / Networking Opportunities
 Marketing & Media Theme	 Breaks / Lunches / Cocktails
 Sport Development Theme	
	(GF) Ground Floor
	(L1) First Floor

Conference Programme

Wednesday 28th November

08:30 - 09:00	MARKETING & MEDIA INTRO - Olympia 1+2 (GF) Strategic marketing options for international Federations <i>Speaker: Timo Lumme, Director Television and Marketing Services, IOC</i>	08:30 - 09:00	SPORT DEVELOPMENT INTRO - Olympia 3+4 (GF) Coaching as a framework for sporting success <i>Speakers: Dave Miley, Executive Director of Development, ITF Dr. Patrick Duffey, Group Chief Executive, sports coach UK</i>
09:00 - 09:15 BREAKOUT WORKSHOPS & CASE STUDIES: PLEASE GO TO YOUR ASSIGNED ROOM AS INDICATED			
09:15 - 10:30	Breakout 7 - Nike (GF) WORKSHOP: Federations & industry - friends or enemies? <i>Speaker: Robbert de Kock, Secretary General, WFSGI</i> Breakout 8 - Penelope (GF) WORKSHOP: IF event development - vision and strategy for your sport <i>Speaker: Christophe Dubi, Sports Director, IOC</i> Breakout 9 - Olympia 1+2 (GF) CASE STUDIES: Maximising exposure or revenue - what's the priority? <i>Speaker: Tom Dielen, Secretary General, FITA</i>	09:15 - 10:30	Breakout 10 - Salon I (L1) WORKSHOP: Coaching technology - what's available and how to make it work for you <i>Speaker: Zoran Radovic, Development Director, FIBA</i> Breakout 11 - Salon VII / VIII (L1) WORKSHOP: The athlete/coach relationship - spotting and developing tomorrow's talent <i>Speaker: James Macleod, Section Manager - Athletes, IOC (Olympic Solidarity)</i> Breakout 12 - Olympia 3+4 (GF) CASE STUDIES: Looking to the future - tracking athletes through training and competition <i>Speakers: Mikael Andersson, Global Junior Programme Manager, ITTF Glenn Tepper, Director of Development Programmes, ITTF</i>
10:30 - 11:00	Coffee Break - Foyer (GF)		
11:00 - 12:00	IF FORUM WRAP UP - Olympia (GF) Highlights and conclusions from the day's workshops with reports from IF rapporteurs <i>Moderator: Andrew Ryan, Director, ASOIF</i>		
12:00 - 12:15	IF FORUM CLOSING REMARKS - Olympia (GF) <i>Speakers: Denis Oswald, President, ASOIF. Hein Verbruggen, President, GAISF</i>		
12:15 - 14:00	Seated Lunch - Restaurant "Le Jardin"		

- Plenary Sessions
- Marketing & Media Theme
- Sport Development Theme

- Free Time / Networking Opportunities
- Breaks / Lunches / Cocktails
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- (L1) First Floor