



Attention: IF Sports Forum Delegates

Lausanne, 30 October 2007

IF Sports Forum, Lausanne 2007: INFORMATION UPDATE

Dear Delegates, Dear Friends,

We are delighted that you will be attending the **IF Sports Forum**, to be held from 26 to 28 November of this year. The aim of the IF Sports Forum, through its cooperation with SportAccord, is to provide an enhanced knowledge-exchange platform, which will be of specific value to the IFs – *a forum, for the IFs, by the IFs*. We look forward to welcoming you to the Mövenpick for a very successful 3 days together. Following are some notes regarding logistics and your participation at the event, which you will find useful.

Program / breakout groups

An update of the program, including speakers and the full list of breakout sessions and workshop leaders is attached. As previously communicated, you will be assigned specific breakout sessions to attend on Tuesday and Wednesday. Breakout assignments will be communicated to all registered delegates two weeks prior to the conference. This is to ensure that each workshop has an appropriate mix and number of participants. **The Forum has been planned as a vocational training event. Everyone attending will be expected to contribute and participate fully in the sessions (workshops and case studies).** You will receive further instructions regarding items you will need to prepare prior to the event.

Networking

As the purpose of the Forum is to foster **knowledge exchange between the participants**, spare time has been included in the schedule and a number of meeting rooms will be available for use at the Hotel Mövenpick and Maison du Sport International. These can be booked through the ASOIF Secretariat.

Registration

Information on the Mövenpick, including directions, can be found by clicking this link:
<http://www.moevenpick-hotels.com/hotels/Lausanne/welcome.htm>.

A map of Lausanne is also attached for your information.

When you arrive at the hotel, please go to the **IF Forum Registration Desk** located in the hotel lobby. You will be given your accreditation badge and delegate information. Registration will be open from **14:00 on Monday, November 26.**





Transport

No special transport arrangements will be made for the arriving delegates in Geneva. There is, however, an excellent train service directly from Geneva Airport to the Lausanne Train Station with trains departing every 20 minutes. For more information, you can consult the pages of the Swiss Railways website: <http://www.sbb.ch/en/index.htm>.

We are looking forward to welcoming you to Lausanne next month.

Best regards,

Andrew Ryan

Andrew Ryan
Director

Encl.: Updated Program / Map of Lausanne / Mövenpick Floorplan



IF Sport Forum 2007 CONFERENCE PROGRAMME (Provisional)

focusing on **Sport Development** and **Marketing & Media**
for Olympic Sports Federations

All conference events will take place at the Movenpick Hotel
except the Tuesday evening dinner, which is being held at the Olympic Museum

MONDAY, NOVEMBER 26, 2007

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

TUESDAY, NOVEMBER 27, 2007

<p>08:30-09:00 <i>Olympia 1+2</i></p>	<p>MARKETING & MEDIA INTRO</p> <p>Getting your sport on TV Dominique Curchod, TV <i>Producer/Journalist, Dominique Curchod Communication</i> Cédric Roger, Senior Producer, Hit The Roof SaRL</p>	<p>08:30-09:00 <i>Olympia 3+4</i></p>	<p>SPORT DEVELOPMENT INTRO</p> <p>Maximum value from training centre programmes Guenther Huber, Director of Performance Development, BWF</p>
<p>09:00-09:15</p> <p>BREAKOUT WORKSHOPS & CASE STUDIES <i>PLEASE GO TO YOUR ASSIGNED ROOM AS INDICATED BELOW</i></p>			
<p>09:15-10:30 <i>Breakout Rooms as indicated</i></p>	<p>BREAKOUT 1 – Salon VI – Level 1</p> <p>WORKSHOP: Leveraging value in the current TV rights marketplace</p> <p>Nick Haigh, Director Television Properties, IEC in Sports</p> <p>BREAKOUT 2 – Salon III/IV – Level 1</p> <p>WORKSHOP: Event rights and the law – “must-haves” for IFs</p> <p>Dan Harrington, Partner, Sports Lawyer, Couchman Harrington Associates</p> <p>BREAKOUT 3 – Olympia 1+2 – Ground floor</p> <p>CASE STUDIES: Maximising media exposure on a budget</p> <p>Radio news distribution – an overlooked resource David Luddy, Managing Director, DLI Radio Sport (International)</p> <p>The North American broadcast market Claude Rubal, CEO, WCSN</p>	<p>09:15-10:30 <i>Breakout Rooms as indicated</i></p>	<p>BREAKOUT 4 – Salon I – Level 1</p> <p>WORKSHOP: Training centre pros and cons – what’s best for the athlete?</p> <p>Juan Carlos Holgado, Event Director, FITA</p> <p>BREAKOUT 5 – Salon VII/VIII – Level 1</p> <p>WORKSHOP: Coaching education and management – getting the most from your training centres</p> <p>Dave Fritzpatrick, Sports Director, IIHF</p> <p>BREAKOUT 6 – Olympia 3+4 – Ground floor</p> <p>CASE STUDIES: Current developments in sports training centres – IF approach</p> <p>Michael Flynn, UCI Training Department Manager, UCI Elio Locatelli, Member Services Department Director, IAAF Pacal Colmaire, Development & Education Director, FITA</p>
<p>10:30-11:00 <i>Foyer</i></p> <p>COFFEE BREAK</p>			
<p>11:00-12:00 <i>Olympia</i></p> <p>IF FORUM WRAP UP Highlights and conclusions from the day’s workshops with reports from IF rapporteurs</p> <p>Moderator: Sarah Lewis, Secretary General, FIS</p>			
<p>12:00-13:30 <i>Foyer</i></p> <p>BUFFET LUNCH</p>			

13:30-14:30 <i>Olympia</i>	<p align="center">IF FORUM GLOBAL FOCUS <i>Current issues of interest to the entire sporting community</i></p> <p align="center">Development through sports – the IOC perspective (30')</p> <p align="center">T.A. Ganda Sithole, <i>Director of International Cooperation and Development, IOC</i></p> <p align="center">Changing audience perception through sport presentation (30')</p> <p align="center">Greg Bowman, <i>CEO, Great Big Events</i></p>
14:30-15:00 <i>Foyer</i>	COFFEE BREAK
15:00-19:00	<p>FREE TIME / NETWORKING (Meeting rooms available at the Mövenpick Hotel)</p>
19:00	<p>IF Forum cocktail reception and dinner OLYMPIC MUSEUM</p>

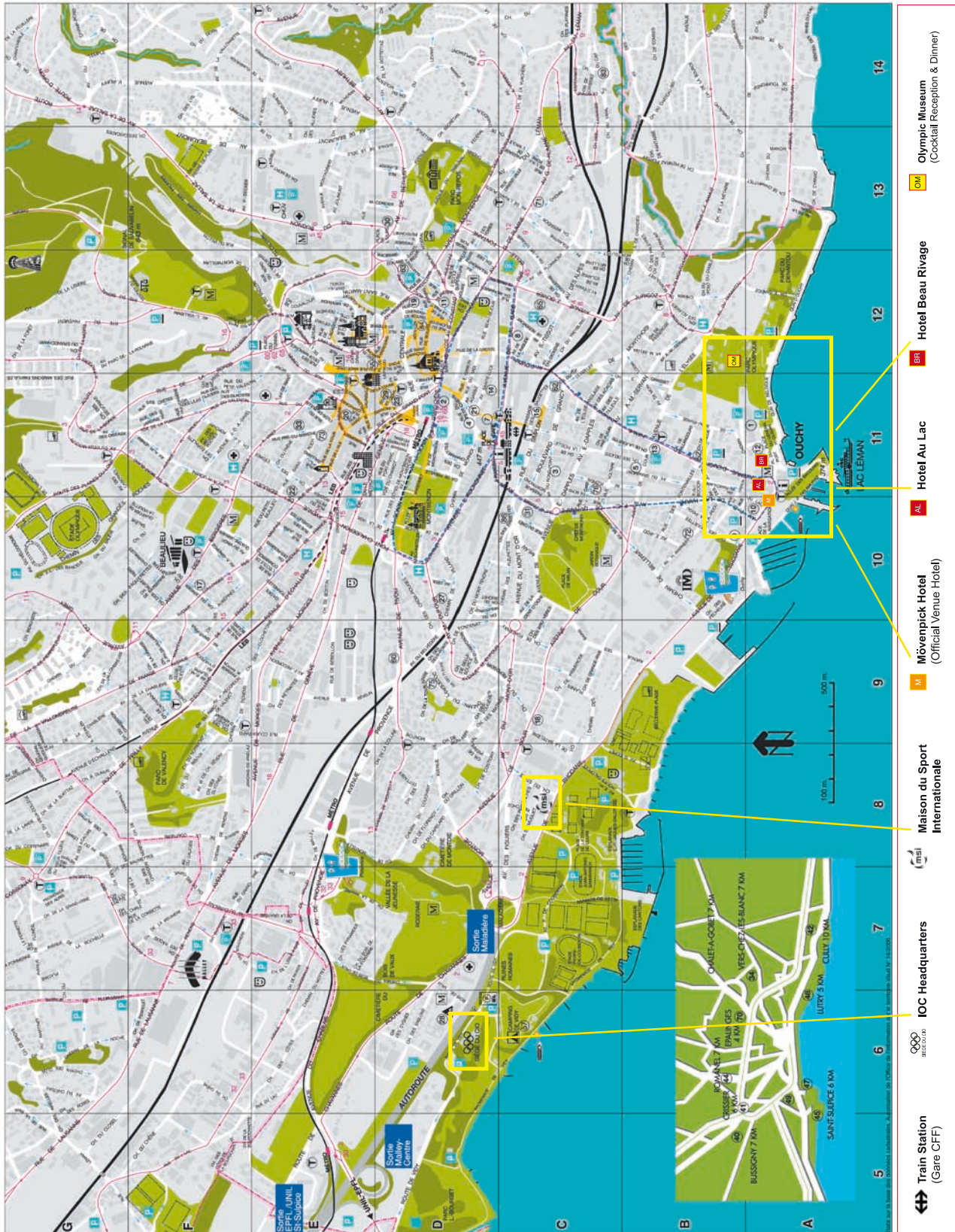
WEDNESDAY, NOVEMBER 28, 2007

08:30-09:00 <i>Olympia 1+2</i>	<p align="center">MARKETING & MEDIA INTRO</p> <p align="center">Strategic marketing options for International Federations</p> <p align="center">Timo Lumme, <i>Director Television and Marketing Services, IOC</i></p>	08:30-09:00 <i>Olympia 3+4</i>	<p align="center">SPORT DEVELOPMENT INTRO</p> <p align="center">Coaching as a framework for sporting success</p> <p align="center">Dave Miley, <i>Executive Director of Development, ITF</i></p> <p align="center">Dr. Patrick Duffey, <i>Group Chief Executive, sports coach UK</i></p>
09:00-09:15	<p>BREAKOUT WORKSHOPS & CASE STUDIES <i>PLEASE GO TO YOUR ASSIGNED ROOM AS INDICATED BELOW</i></p>		
09:15-10:30 <i>Breakout Rooms as indicated</i>	<p>BREAKOUT 7 – Nike – Ground floor</p> <p>WORKSHOP: Federations & industry – friends or enemies?</p> <p>Robbert de Kock, <i>Secretary General, WFSGI</i></p>	09:15-10:30 <i>Breakout Rooms as indicated</i>	<p>BREAKOUT 10 – Salon I – Level 1</p> <p>WORKSHOP: Coaching technology – what's available and how to make it work for you</p> <p>Zoran Radovic, <i>Development Director, FIBA</i></p>
	<p>BREAKOUT 8 – Penelope – Ground floor</p> <p>WORKSHOP: IF event development - vision and strategy for your sport</p> <p>Christophe Dubi, <i>Sports Director, IOC</i></p>		<p>BREAKOUT 11 – Salon VII/VIII – Level 1</p> <p>WORKSHOP: The athlete/coach relationship – spotting and developing tomorrow's talent</p> <p>James Macleod, <i>Section Manager – Athletes, IOC (Olympic Solidarity)</i></p>

<p>BREAKOUT 9 – Olympia 1+2 – Ground floor</p> <p>CASE STUDIES: Maximising exposure or revenue – what’s the priority?</p> <p>Tom Dielen, Secretary General, FITA</p>	<p>BREAKOUT 12 – Olympia 3+4 – Ground floor</p> <p>CASE STUDIES: Looking to the future - tracking athletes through training and competition</p> <p>Mikael Andersson, Global Junior Programme Manager, ITTF Glenn Tepper, Director of Development Programmes, ITTF</p>
<p>10:30-11:00 <i>Foyer</i></p> <p style="text-align: center;">COFFEE BREAK</p>	
<p>11:00-12:00 <i>Olympia</i></p> <p style="text-align: center;">IF FORUM WRAP UP Highlights and conclusions from the day’s workshops with reports from IF rapporteurs</p> <p style="text-align: center;">Moderator: Andrew Ryan, Director, ASOIF</p>	
<p>12:00-12:15 <i>Olympia</i></p> <p style="text-align: center;">IF FORUM CLOSING REMARKS</p> <p style="text-align: center;">Denis Oswald, President, ASOIF</p>	
<p>12:15-14:00 <i>“Le Jardin”</i></p> <p style="text-align: center;">SEATED LUNCH</p>	

Map of Lausanne

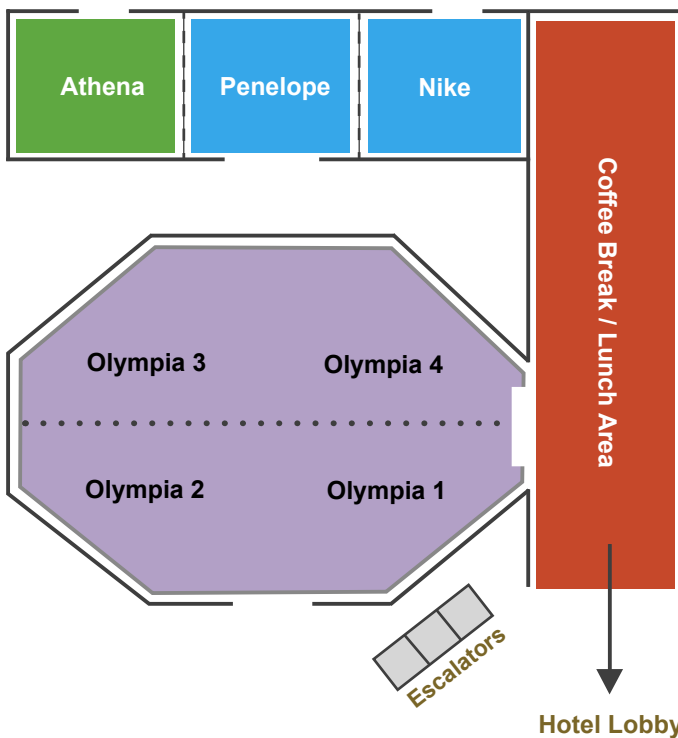
MSI, IOC, Olympic Museum & Hotels Venues and Hotels



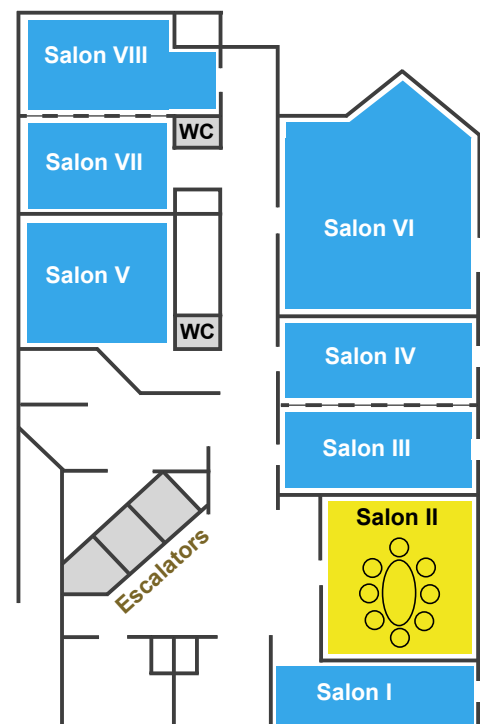
IF Sports Forum Floor Plan

Mövenpick Hotel Meeting and Dining Areas

Ground Floor



1st Floor



- Breakout Workshops and Meeting Rooms (Salons I, III, IV, V, VI, VII, VIII, Penelope, Nike)
- All other conference sessions (Olympia 1, 2, 3, 4)
- Coffee / Lunch break area
- Official Partners Meeting Room (Salon II)
- Organizers Office (Athena)