CITY ACCORD: MAKING RELATIONSHIPS A PRIORITY
TUESDAY, 17 APRIL – 14:00-16:30 / CONFERENCE ROOM 3

Co-Chair: Melanie Duparc, Secretary General, World Union of Olympic Cities
Co-Chair: David Simon, President, Los Angeles Sports Council

14:00-14:05
WELCOME
Weerasak Kowsurat, Minister of Tourism and Sports, Thailand

14:05-14:20
SCENE SETTER: Why establishing positive relationships from the beginning is the key to successful event hosting and how this has helped in the preparation of the Badminton Thomas/Uber Cup in Bangkok (15 min)
Khunying Patama Leeswadtrakul, President, Badminton Association of Thailand and International Olympic Committee Member
Thomas Lund, Secretary General, Badminton World Federation

14:20-14:50
BETWEEN EVENTS: Working with IFs to promote grass roots sport, and encourage sporting activity within your own community (30 min)
Jérôme Lacroix, Business Development Manager, Union Cycliste Internationale (UCI)
Bruno Molea, President, International Workers & Amateurs in Sports Confederation (CISI)

14:50-15:10
TECH UPDATE: How technology, and new platforms for engaging with the public, can introduce your city to new audiences and create more visitors and more fans (20 min)

15:10-15:30
UPSIDE DOWN/INSIDE OUT: How creative thinking might open new doors for potential host cities (20 min)
A look at some of the unique ways cities are using facilities for purposes other than what they were built for, and sports are finding audiences in non-traditional markets and locations.
Laurie Cavan, General Manager, Parks, Recreation and Culture, City of Surrey, BC Canada
Hermineke Van Bockxmeer, Director Sports and Culture, Municipality of Rotterdam

15:30-16:00
INTERACTIVE Q&A with SPONSORS: How do sponsors decide which sports and events to partner with? (20 min)
What are the determining factors for sponsors – Foniness for a particular sport? The human demographic that participates or follows it? The location, size or prominence of a particular event? The need for better brand recognition in the host city? Value association with the sport's principles? The financial risk involved? The uniqueness of the event itself? Here's your chance to ask them!
MODERATOR: David Eades, Journalist & Anchor, BBC World
Dr. Balázs Fürjes, Government Commissioner for Major Budapest Developments, Hungarian Government
Mark Harrison, President & CEO, TI Agency
Giles Morgan, Independent Advisor, former Global Head of Sponsorship & Events, HSBC Holdings PLC HGHQ

16:00-16:30
CLOSING KEYNOTE ADDRESS: Multi-sport Events: Delivering economic impact, inclusion and inspiration (20 min)
Honourable Kate Jones, Minister for Innovation and Tourism Industry Development, and the Commonwealth Games, Queensland Government
The City-to-City session allows for cities to exchange and discuss exclusively amongst each other, the main issues they face when bidding for and hosting sport events. Our aim is to create a stimulating environment that will encourage dialogue between sport cities from around the world.

This session will be Co-Chaired by Mélanie Duparc, Coordinator, Smart Cities & Sport and David Simon, President, Los Angeles Sports Council.

City-to-City's theme 'Proactive Events Hosting' will set the scene for the CityAccord as we will hear directly from cities and regions on the following:

**Don’t wait for your legacy, activate it before your event!**

Activation planning is key to having your event make an impact in your city. Activities that are implemented before an event takes place are often much more successful as excitement is higher before than after the event. In this session, we will discuss how a city can ensure activation before the event so that it has the desired impacts. Speakers will include:

- Jean-François Martins, Deputy Mayor of Paris in charge of Tourism & Sports
- Fu Xiao, Secretary General of the Beijing Olympic Development Association
- Alexandra Szalay-Bobrovniczky, Deputy Mayor of Budapest for Human Affairs & Éva SZÁNTÓ Executive Director, Organising Committee of the 17th FINA World Championships