



# HOSTS & FEDERATIONS SUMMIT REVIEW

LAUSANNE  
SWITZERLAND  
7-9 June 2022



HEADLINE SPONSOR



Delivery Partners:





Our 5th annual MEI Hosts and International Federations Summit exceeded all expectations and I hope this overview of what happened will be informative. A big vote of thanks to the 60 International Federations and circa 100 staff who supported the Summit via briefings, one-to-one meetings or at least joined us at the Summit Dinner. We produced an ambitious and content rich programme which is enclosed and to further challenge the MEI team we decided to run the 3 Days in 3 different venues; it seemed to work!

Thank you also to the Cities who came from as far afield as you can get and we are grateful that some also chose to sponsor the Summit and they get top-marks for the energy they put into "working the Summit!" We hope the model of "Federations wanting to speak to Cities and Cities wanting to engage with Federations" is now proven and will again be a major feature of 2023.

We were very fortunate to have so many talented individuals from expert companies to lead or contribute to the workshops and that was much appreciated by the other attendees. Covering the entire Lifecycle of delivering sports events and just about every key capability which are fundamental to successfully hosting, their contribution made a huge difference to the Summit outcomes.

Not to forget a mention to our Delegates who registered on-line from so many different countries. Our Chinese partners and network were well represented by opening remarks by ADG and a briefing on Sponsorship by Sponsorforce and we hope to see you all in Lausanne in June 2023.

For all of the delegates, our objective of setting up 1-2-1 meetings resulted in over 90 taking place and many more in the margins in addition to the drinks, dinner and networking breaks. This was a Herculean task to fulfil, but the feedback shows it was worth it and leading to really positive outcomes.

Please take a moment to look at those who helped deliver the event summarised in the following pages. Special thanks to our headline Sponsor West Midlands Growth Company who are days away from Birmingham hosting the Commonwealth Games and with ambitions to host a growing programme of single and multi-sports iconic events.

As always, we hope that you found your time with us at the Hosts and Federations Summit fruitful and that you have left with a head full of ideas, a LinkedIn account full of new connections and a pocket full of business cards.

**Dennis Mills**

Chief Executive Officer  
Major Events International

# HEADLINE PARTNER



**West Midlands  
Growth Company**  
**PARTNER**

## CITY SPONSORS

GOLD

CITY OF  
**GOLDCOAST.**

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MONTREAL**

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ECONOMIC DEVELOPMENT AGENCY  
BRISBANE CITY COUNCIL



**Joel Lavery**  
Director, West Midlands Growth Company

“ The Summit exceeded our expectations in delivering targeted one-to-one meetings with International Federations who wanted to better understand why West Midlands is such an attractive hosting destination for iconic events. This has helped launch the next phase of our Major Events strategy leveraging the Commonwealth Games in a few weeks from now. ”

**Stephen Joyce**  
Coordinator Business and Investment City of Gold Coast



“ It was extremely comprehensive and provided plenty of opportunities to meet other delegates as well as listen to a wide range of speakers and more importantly federations. ”



**Juliet Alabaster**  
Chief Operating Officer, Brisbane Economic Development Agency

“ The main purpose for BEDA's attendance was to meet with federations and progress leads for Brisbane. The Summit enabled us to do that. ”

# PARTICIPATING HOST CITIES



# HOST CITY FEEDBACK



**Véronique Riopel**  
Sports Market Manager, Tourisme Montreal

“ The Summit was a great opportunity for hosts like Montreal both to present to and meet with a myriad of rights holders in meetings organised by MEI directly in the backyard of many International Sports Federations. ”



**Aristeidis Tsoukalas**  
Business Development Manager Sports and Esports, Qatar Tourism

“ Great event with a very high level of engagement. It was a great platform to introduce Qatar’s value proposition to a plethora of federations and to further explore opportunities face-to-face. Excellent opportunity to create new leads and extend the network. ”



**Anette Larsen Bognø**  
Director of Events Region Stavanger

“ The concept of federation briefings parallel to the main program was brilliant and the best solution ever for host cities. MEI also made great effort introducing us to the federations... Absolutely a meeting place to recommend! ”



**Ariane Croteau**  
Quebec City Business Destination, Account Executive, International and Sports Market

“ Very interesting conference. The IF briefings were great! ”

# SUPPORTING SPONSORS



# PARTICIPATING RIGHTS HOLDERS



**Damiano Zamana**  
Deputy CEO and Operations Executive FIM

“ I really recomend that all international federations get in touch with Major Events International. You will see the financial value they can bring to you. ”



**Lara Marich**  
Tour Planning and partnerships senior manager, Volleyball World

“ Congrats to MEI and the entire team on the Summit. It was extremely well organized and really appreciated the one-on-one meetings your team booked. Really easy and a great way to dive deeper into discussions with potential Host Cities. ”



**Michel Cutait**  
Deputy Secretary General, World Obstacle

“ Amazing event, with high level participants, excellent networking opportunities, and very modern content. ”



**Beatriz Sierra**  
Co-Founder of Squaball

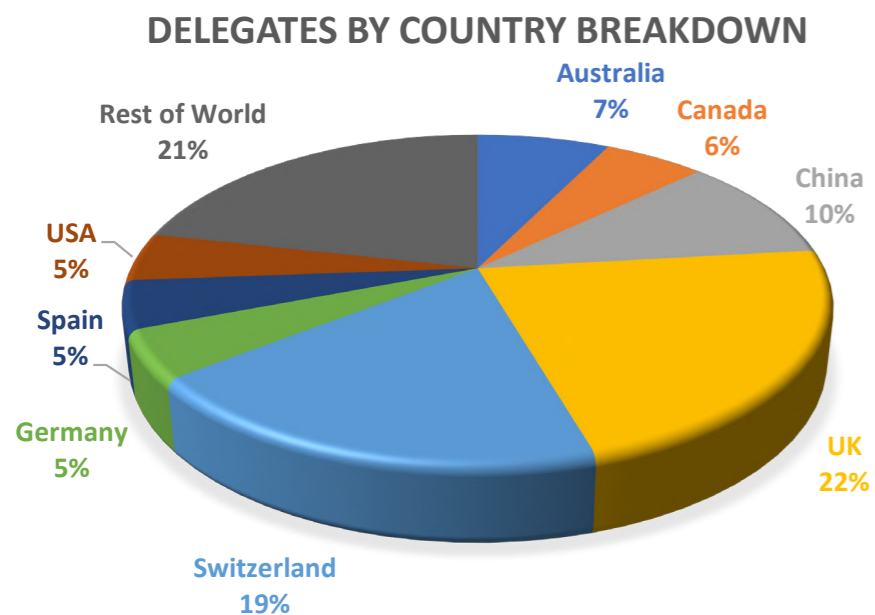
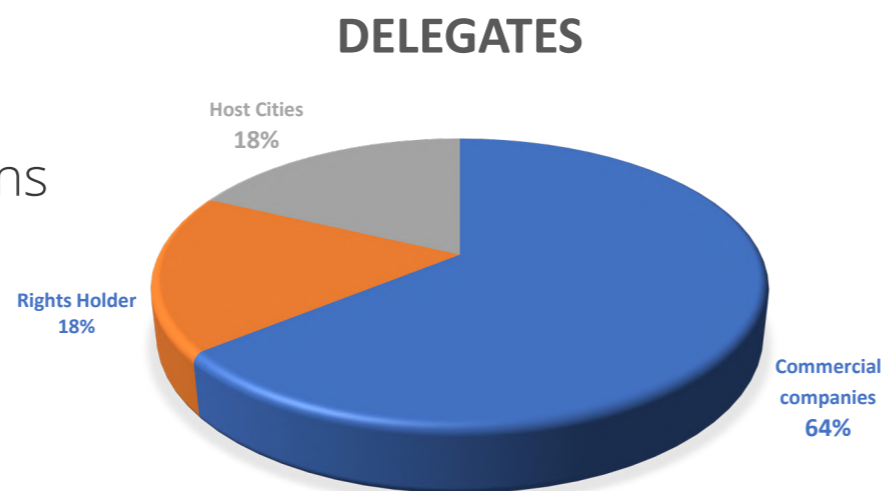
“ What a privilege to present squaball at the Olympic museum at Major Events International Ltd Hosts & Federaions Summit. Thanks to the organisers for inviting us and for their incredible hard work! ”

**3** days of panels, briefings, discussions & 1-2-1 meetings

**25** Participating Cities & Regions

**58** International Federations

**140** Commercial Companies



**80**  
expert contributors



**94**   
one-to-one delegate meetings

**Tony Sheridan**  
CEO, RedSoda LTD



“ Well done to the Major Events International Ltd team for staging a superb Hosts and Federations Summit in Lausanne, Switzerland. 3 days of learning, engaging and building new relationships. ”



**Peter Wyrwich**  
Sales Director, TVU Networks

“ The best event in the last 25 years! ”

**Alex Mendis**  
Sports and Entertainment, Miller Insurance Services LLP



“ Major Events International created a unique environment for rights-holders and prospective host cities to explore the next cycle of major events that require planning. ”



**Carlo Brocca**  
Head of European Business Development, Nielsen

“ We would like to thank MEI, we had a great time and above all we made new contacts and hopefully create new opportunities ”

**Patrice Brunet**  
Executive President, Podium Productions



“ Very dynamic workshops and presentations, brief and efficient - love it. Key players were also present, which was of great value ”

# HOSTS & FEDERATIONS SUMMIT 2022

With thanks to our sponsors



Tania Braga, Head of Legacy, IOC



Breakout, Movenpick Hotel



Olympic Museum, Lausanne, Switzerland



Joel Lavery, West Midlands Growth



Summit Dinner, Olympic Museum



Damiano Zamana, Deputy CEO, FIM & Dennis Mills



Keynote Welcome, Olympic Museum



Alex Mendis, Miller Insurance & Anja Schweickert, DB Schenker



Panel Discussion, Movenpick Hotel



Ian Adamson, President, World Obstacle



Main Auditorium, Olympic Museum



Summit Dinner, Olympic Museum



Steven Mifsud MBE, Artem Buerov ICSD, Andy Rice, Sarah Lewis OBE



Networking session, Maison Du Sport



Maison Du Sport



Isobel Carnwath, Director Brand and Communication, IMMAF



Patrick Nally, Founder & President, IMFP



Kimmo Bellmann, Events Officer, FIDE



Caroline Sainte-Croix, Head of Events, FIA



MEI Team, Olympic Museum

DAY 1 7 JUNE		MOVENPICK HOTEL AV. DE RHODANIE 4, 1007 LAUSANNE, SWITZERLAND	
<b>MASTERCLASSES</b> If you would like to view the presentations and the recordings, send your request to: enquiries@majoreventsint.com			
13:00 15:00	MASTERCLASS Maximising your digital platforms	Dejero Dizplai G grabyo	
15:30 17:00	MASTERCLASS Media Best Practice	 	
<b>GENERAL ASSEMBLY BRIEFINGS</b>			
13:00 13:20	FEDERATION SPONSORSHIP SUPPORT Shoto Zhu, Founder, Sponsorforce		
13:30 13:45	CITY MOTIVATIONS FOR EVENT HOSTING Stephen Joyce, Coordinator Business, Trade & Investment, Gold Coast City Council	CITY OF <b>GOLDCOAST.</b>	
13:45 14:00	INTERNATIONAL MOTORCYCLE FEDERATION SIGNING CEREMONY Damiano Zamana, Deputy CEO, International Motorcycle Federation Dennis Mills, CEO, Major Events International		
14:05 14:30	SUSTAINABILITY <b>Moderator:</b> Rodrigo Bautista, CEO & Founder, Ticketpass Geert Hendriks, Chief Engagement Officer, The Shift Ingrid Beutler, Sport & Sustainability International		
14:30 15:00	MEDIA RELATIONSHIP AND HOW TO PERFECT THEM <b>Moderator:</b> Mark Cooper, Associate Director JTA, Mike Laflin, Founder & CEO, Global Sustainable Sport Guido Bouw, Managing Director, Gracernote Sports		
15:40 15:55	OPPORTUNITIES IN THE CITY OF MONTREAL Véronique Riopel, Manager, Sports Market, Sports Events Montreal	TOURISME / MONTREAL	
16:00 16:25	LOOKING FORWARD: BEST PRACTICE <b>Moderator:</b> Sarah Lewis OBE, Managing Director, Global Sports, Leader GmbH Juliet Alabaster, Chief Operating Officer, Brisbane Economic Development Agency Anette Larsen, Director of Events, Region Stavanger Visitors & Convention Bureau		
17:10 17:30	MORE THAN A 125 YEARS OF OLYMPIC VENUES: THE POST GAMES USE Tania Braga, Head of Legacy, International Olympic Committee		
<b>HOST CITY BRIEFINGS</b>			

14:05 14:25	HOST CITY BRIEFING Tom Dielen, Secretary General World Archery	
14:30 14:45	HOST CITY BRIEFING Damiano Zamana, Deputy CEO, International Motorcycle Federation (FIM)	
14:45 15:00	HOST CITY BRIEFING Boban Totovski, General Secretary, International e-sports Federation	
15:30 16:00	HOST CITY BRIEFING Lara Marich, Tour Planning and Partnership Manager, Volleyball World	
16:00 16:15	HOST CITY BRIEFING Alberto Garriga Bugallo, Head of City Development, World Electric Powerboat Series	
16:15 16:30	HOST CITY BRIEFING Guntur Dwiarwein, Strategic Lead Host Venues, SailGP	
16:40 16:55	HOST CITY BRIEFING Sergey Nifontov, General Secretary World Dance	
16:55 17:10	HOST CITY BRIEFING Alessandro Di Cato, International Events Officer Federation of Sport Climbing (IFSC)	
<b>DAY 2 8 JUNE</b>		
OLYMPIC MUSEUM QUAI D'OUCHY 1, 1006 LAUSANNE, SWITZERLAND		
<b>AUDITORIUM BRIEFINGS</b> If you would like to view the presentations and the recordings, send your request to: enquiries@majoreventsint.com		
08:45 09:00	WELCOME & OPENING REMARKS Dennis Mills, CEO, Major Events International Viktor Huszár, Chairman, International Teqball Federation	
09:00 09:15	KEYNOTE WELCOME Jean-Jerôme Perrin-Mortier, Chief Executive Officer, Peace & Sport	
09:20 10:00	COMMERCIAL REVITALISATION <b>Moderator:</b> Bradley Smith, Managing Editor, Around the Rings Mike Emery, CEO, Joymo Dominic Grainger, CEO, WPP Specialist Communications & The Sports Practice, WPP Jonny Cowan, Europe General Manager International Table Tennis Federation	
10:05 10:20	PRESENTATION CASE STUDY Laura Martin-Prud'homme, Partnership Lead, What3Words,	
10:25 11:05	DIVERSITY & INCLUSION <b>Moderator:</b> Andy Rice, COO, Major Events International Steven Mifsud MBE, Direct Access Artem Buerov, Project Manager International Committee of Sports for the Deaf Sarah Lewis	



11:45 12:00	TRACKING & GAMIFYING YOUR SUSTAINABILITY JOURNEY Peter Ward, Director, Wetrack	
12:05 12:20	FAIRNESS, INCLUSION, SAFETY? THE TRANSGENDER QUESTION Mark Cooper, Associate Director, JTA	
12:25 12:40	HOW CAN FEDERATIONS BEST MONETIZE THEIR DIGITAL ASSETS? Fabio Gallo, Head of product, LaLiga Tech	
12:45 13:00	WEST MIDLANDS GROWTH COMPANY Joel Lavery, Strategic Lead Major Sporting Events, West Midlands Growth Company	
13:05 13:20	NAVIGATING THE WORLD OF NFT'S Santiago De la Morena, Business and International Affairs Leverade	
14:20 14:35	USING DATA TO DRIVE SOCIAL MEDIA SUCCESS Sanjit Atwal, CEO, Halfspace	
14:40 15:10	WHAT DO SPONSORS WANT? <b>Moderator:</b> Rodrigo Garza, Founder, Fund Sport Business Stuart Wareman, SVP Experiences, Events & Sponsorships Accor Patrick Nally, International Federation of Match Poker	
15:15 15:30	MAJOR EVENT IMPACT ANALYSIS WITH A FOCUS ON ENVIRONMENTAL/SOCIAL IMPACT Carlo Brocca, International Sales Director Sports & Entertainment, Nielsen Jan Dreisbach, Director Consulting, Nielsen	
15:35 16:00	OPERATIONAL DELIVERY Dennis Mills, CEO, Major Events International  Alex Mendis, Special Risks, Miller Insurance  Martin Ritter, Head of Fairs, Events & Special Logistics, DB Schenker,  Anja Schweickert, Regional Manager Europe, DB Schenker	  
16:05 16:40	MASTERPLANNING: HOW TO GET THINGS RIGHT FROM THE START Joe Custin, CEO, Iventis Kevin Owens, Director, WOO Architects Peter Harrison, Managing Director, FGH Security Jack McGill, CEO, QTV	
<b>HOST CITY BRIEFINGS</b>		
09:30 09:40	OBJECTIVES & OUTPUTS FOR THE DAY Dennis Mills, CEO, Major Events International	
09:40 10:00	HOST CITY BRIEFING Marko Petric, Head of Sport, International Boxing Association	
10:05 10:25	HOST CITY BRIEFING Viktor Huszár, Chairman, International Teqball Federation	

10:30 11:00	URBAN SPORTS Valerio Cianfoni, Head of Special Projects, Baseball 5  Olivier Pascal, International, Development Director, Hurricane Group (FISE Series Organisers) Chris Rob, CEO, Mass Participation World	
11:45 12:05	HOST CITY BRIEFING Ian Adamson, President, World Obstacle	
12:10 12:30	HOST CITY BRIEFING Jens Holm, Chief Executive Officer, The International Masters Games Association (IMGGA)	
12:35 12:55	HOST CITY BRIEFING Judith Rowan, International Project, Director, ebike GP Series	
13:00 13:20	HOST CITY BRIEFING Beatriz Sierra, President, Squaball Sport Association	
14:20 14:40	HOST CITY BRIEFING Romain Fermon, Director of Marketing & Communications, International Schools Federation (ISF)	
14:45 15:05	HOST CITY CLOSED DISCUSSION <b>Facilitator:</b> Joel Lavery, Senior Sporting Events Manager, West Midlands Growth Company	
<b>DAY 3 9 JUNE</b>		
<b>MAISON DU SPORT</b> Av. de Rhodanie 54, 1007 Lausanne, Switzerland		* Not all presentations and recordings are available for day 3 *
<b>COMMERCIAL BRIEFINGS</b> If you would like to view the presentations and the recordings, send your request to: enquiries@majoreventsint.com		
09:00 09:25	COMMERCIAL BRIEFING Benoit Girardin, LBB Stratégies	
09:30 09:55	COMMERCIAL BRIEFING Gábor Felegyi, Commercial & Event Director, International Teqball Federation	
10:00 10:25	COMMERCIAL BRIEFING Patrick Nally, International, Federation of Match Poker	
10:30 10:55	COMMERCIAL BRIEFING Lisa Worthmann, General Director, European Gymnastics	
11:30 11:55	COMMERCIAL BRIEFING Colin Grahamslaw, Secretary General, World Curling	
12:00 12:25	COMMERCIAL BRIEFING Fabio Muner, Marketing Director International Motorcycling Federation (FIM)	
12:30 12:50	COMMERCIAL BRIEFING Isobel Carnwath, Director of Brand Commerce and Communication, International Mixed Martial Arts Federation (IMMAF)	
<b>HOST CITY BRIEFINGS</b>		

# WHAT CAN MEI DO FOR YOU?

08:45 09:05	HOST CITY BRIEFING Colin Grahamslaw, Secretary General, World Curling	
09:10 09:30	HOST CITY BRIEFING Kimmo Bellmann, Events Officer, FIDE Chess	
09:35 09:55	HOST CITY BRIEFING Densign White, CEO, IMMAF	
10:00 10:20	HOST CITY BRIEFING Caroline Sainte-Croix, Head of Events, FIA	
10:25 10:45	HOST CITY BRIEFING Jason Ferguson, President, World Snooker	
11:25 11:45	HOST CITY BRIEFING Patrick Nally, International, Federation of Match Poker	
11:50 12:10	HOST CITY BRIEFING Nicolas, Widmer, 3x3 Competition Manager	
12:15 12:35	HOST CITY BRIEFING Tom Hickson, President, World Dodgeball Association	

## RIGHTS HOLDERS

Rights holders typically request MEI support when seeking to achieve a single point of contact managed service to deliver:

1. A pipeline of Host Cities for championships, training camps or their Annual Congress with the potential for Cities to request activation support from MEI providing the managed interface to interested Host Cities to support a proven Expression of Interest approach to fast track Federation decision making.
2. Sponsorship, Value in Kind support or access to commercial companies to identify new sources of revenue or cost savings is delivered by the only professional accredited supplier network globally.
3. International Market profile via MEI additional media channels or representation at events run or attended by the core team and regional associates.
4. Bespoke project tasks to assist easing the workload on existing task or provide and fresh external perspective

The Annual Summits run by MEI (The Hosts and Federations Summit each June in particular) are an important part of achieving these objectives. Momentum is maintained via pre-planned and agreed 1-2-1 meetings with Federations and pre-agreed organisations and the relationship is tracked via scheduled project reviews. A detailed conversation in workshop style establishes priorities, timescales and deliverables, clarity about engagement limitations and the most appropriate commercial terms.

## SUPPLIERS

MEI specialises in helping major event suppliers succeed in the global sports events market, by providing a combination of services.

Like we had in Lausanne, we provide access for suppliers to connect with key decision makers within the business of sport and major events. Our services are also geared towards saving our rights holding clients time and money - and providing advice based on our experience, during the procurement build phase - while increasing your chance of becoming a supplier.

By becoming a member as a supplier you will receive an increased profile and credibility amongst major event decisions and access at our summits, such as our latest one in Lausanne. Everything will be geared to promoting you at these summits throughout the year. This is because MEI summits are designed to maximize networking and member value.

## HOST CITIES & VENUES

Host Cities often have similar objectives to Federations with the most in demand MEI service being to engage with Federations with hosting needs. Should the City agency also be responsible for the successful delivery of events and ensuring that the City is fully activated, the other "Federation" type services are also in demand.

A local presence in Lausanne and a London based Key Account management team provides a service to connect with Federations and Rights Holders regardless of where they are located. We are keen to hear of your hosting ambitions and we can provide either some immediate feedback drawing on insights from existing Federation relationships, or conduct some early activity to assess their interest in engaging with you. This approach will help better inform senior management briefing and budget planning, deliver clarity more quickly and in many cases short-cut or remove the need to Bid to host due to MEI relationships.

Key to support Cities is communicating the capabilities to host events, with many Federations seeking greater visibility via temporary venues in iconic locations and making them aware of the focus of your ambitions. This is achieved via a detailed analysis of City existing hosting strategy and assets with a focus on relevant events which are affordable and which deliver a tangible legacy.

Contact MEI for more information

Email: [enquiries@majoreventsint.com](mailto:enquiries@majoreventsint.com)  
Tel: +44 (0)207 709 2350

# HOSTS & FEDERATIONS SUMMIT 2023




LAUSANNE, SWITZERLAND



**SAVE THE  
DATE**

13 - 15th June  
Lausanne

**Register  
Your Interest For  
2023 Now**

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-  [www.majoreventssummit.com](http://www.majoreventssummit.com)



## **About the Event**

### Host & Federations Summit

The 6th Edition of Major Events International's summit supports International Sports Federations, Host Cities and Expert Suppliers. The Summit will be returning in 2023, once again in Lausanne, Switzerland, designed for delegates to engage with their target communities. Delegates will experience being part of themed workshops, central presentations, bespoke briefings from Cities and International Federations, plus the opportunity to have dedicated 1-1 meetings.

**13 - 15 JUNE 2023**



#### **MEET**

Pre-arranged meetings with International Federations, Host Cities and Expert Suppliers - In Lausanne or join online



#### **MARKET PROFILE**

Subject specific workshops, panels, central presentations and sponsorship opportunity.



#### **NETWORK**

Share knowledge and insights with your peers and take advantage of the formal and informal networking



#### **REMOTE ACCESS**

Engage with the live programme and delegates using the hybrid platform as well as view all sessions on-demand post-event.