

# International Federations Summit 2021

In association with



"Tearing up the rule book for virtual summits"

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**2022**

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# REFLECTIONS



In mid-December 2020 as the MEI team digested the feedback from the UK Sports and Venues Virtual Summit it was clear to us that the industry was becoming jaded with the traditional virtual format. By Christmas we had worked out that we wanted to 'tear up the rule book' and follow the lead of the rest of the events industry, and innovate. So we decided to flip things around; to put connectivity before content; to do all we could to provide a similar 'visual' experience to a physical event, with a lobby, an auditorium and break out rooms, and to provide a platform where everyone had a voice and could contribute. We wanted the event to be about inclusivity, sharing and making new friends. It was a risk and we didn't get everything right but....

Survey Monkey tells us that the gamble paid off and we seem to have got most things right.

Our average performance rating was 8.2 compared to 7.8 in December- 100% of delegates stating they would 'come again'. So clearly the 'connectivity over content' concept worked- and we will be taking this lesson into our next event, that we will be running physically (with a digital element to support those who cannot, or do not wish to travel), just before the final of the Rugby League World Cup in Manchester in November.

Thank you for embracing the concept and for taking part in the event.

This review allows you to revisit any of the workshops that you missed.

We look forward to seeing you in person for a beer in November.

Sporting regards

Chief Operating Officer



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# Summary

## STAYING IN THE GAME: HOW IF'S ARE SURVIVING THE COVID CRISIS

**HOST CITY JOINED IN THE CONVERSATION BETWEEN IOC RECOGNISED INTERNATIONAL SPORTS FEDERATIONS AT THE MEI INTERNATIONAL FEDERATIONS SUMMIT TO FIND OUT HOW THEY ARE WEATHERING THE STORM – AND THEIR HOPES OF INCLUSION IN LA28.**

[CLICK ABOVE TO READ THE FULL ARTICLE](#)



“Our sponsorship provided value for money due to the quality of guests and speakers- the event was well organised and publicised. MEI provided clear and concise briefing for hosts & moderators, and the opportunity to speak to people who wouldn't ordinarily have contact with. We would recommend future sponsorship to generate leads.”



“MEI provides us with a level of access to Sports Rights Holders that we wouldn't be able to achieve on our own. The International Federations Summit was a fantastic forum for connectivity and we made many new connections.”



“We found the International Federations Summit effective and well-organized, enabling us to open a dialog with rights holders, generate new prospects and promote the LiveU brand in a key market. It was great working with the MEI team, who were always super responsive! Overall, we think it was good value for money.”





“

“ We sponsored a workshop at the IFS as it allowed us to get more brand awareness and new connections. I would recommend future sponsorship as it provided value for money: for a company we are trying to target stadium and venues, it had all the right delegates to do that.”

”

“

“The IFS sponsorship provided real value for money for us as it was a great chance to build brand awareness and new relationships, especially with the VIP guests. The more informal format was successful. Overall a great contact base with good participation and

”



“

We got the opportunity to interact with federations and companies that we have not been in contact with previously. To host and organize a workshop with key members of our industry has been amazing to form relationships. This is our second year sponsoring the IFS MEI event, and it has been a great way to create leads and meet high-

”



“

“I thought the format for this morning’s first session was excellent. A refreshing switch up from the usual ‘sit and listen’ zoom calls.”

”





“

“I really enjoyed the interactive and inspirational discussions with all our guests. It was one of the best virtual events, I have participated in since the start of COVID.”

”

“

“MEI gives us the precious opportunity to network with the major stakeholders within the global sport events ecosystem. They provide a unique platform to exchange ideas within this network, discuss industry challenges and shape the future, which is key to us to serve our clients with the best solutions”

”



“

“Congratulations on a great online summit. The improvement, quality and engagement from last time was exponential and the general feeling I perceived was very satisfactory.”

”



“

“It was a very productive workshop where we could share practical experiences and innovative ideas, with the participation of professionals who are true leaders in their businesses, and many learnings to develop in our own Federations. The International Federation Summit is extremely interesting, interactive and positive. Congratulations to the entire Major Events International Ltd team. It was an honour to participate.”

”



# DAY 1

CEST	WORKSHOP 1	WORKSHOP 2	WORKSHOP 3	WORKSHOP 4
07:00 - 08:30	<p align="center"><b>BREAKFAST NETWORKING</b> Pre-event networking. request 1-1 meetings in the meeting hub and visit the exhibitor stands</p>			
09:00 - 10:30	INTERNATIONAL FEDERATIONS within ASOIF	DIGITAL FAN ENGAGEMENT	BROADCAST & DIGITAL	
				
10:30 - 11:30	<p align="center"><b>LATE BREAKFAST ROUND TABLE NETWORKING</b> Join rights holders, host cities and suppliers in breakout rooms for informal discussions</p>			
11:30 - 12:30	<p align="center">Arrange 1-1 meetings in the meeting hub Visit the exhibition space</p>			
13:00 - 14:30	ESPORTS	HOSTING EVENTS	INTERNATIONAL FEDERATIONS Commercial	
				
14:30 - 15:30	<p align="center"><b>LUNCH ROUND TABLE NETWORKING</b> Join rights holders, host cities and suppliers in breakout rooms for informal discussions</p>			
16:00 - 17:30	VENUE & STADIA	BROADCAST & DIGITAL	SPORTS INNOVATORS	SPONSORSHIP ROI
				
17:30 - 18:30	<p align="center"><b>AFTER HOUR NETWORKING</b> Join rights holders, host cities and suppliers in breakout rooms for informal discussions</p>			



# DAY 2

CEST	WORKSHOP 1	WORKSHOP 2	WORKSHOP 3	WORKSHOP 4
07:00 - 08:30	<p align="center"><b>BREAKFAST NETWORKING</b> Pre-event networking. request 1-1 meetings in the meeting hub and visit the exhibitor stands</p>			
09:00 - 10:30	TURN KEY PROCUREMENT	HOSTING EVENTS	BROADCAST & DIGITAL	
				
10:30 - 11:30	<p align="center"><b>LATE BREAKFAST ROUND TABLE NETWORKING</b> Join rights holders, host cities and suppliers in breakout rooms for informal discussions</p>			
11:30 - 12:30	<p align="center">Arrange 1-1 meetings in the meeting hub Visit the exhibition space</p>			
13:00 - 14:30	INTERNATIONAL FEDERATIONS Within ARISF	VENUE & STADIA	INTERNATIONAL FEDERATIONS A view from the top	HOSTING EVENTS
				
14:30 - 15:30	<p align="center"><b>LUNCH ROUND TABLE NETWORKING</b> Join rights holders, host cities and suppliers in breakout rooms for informal discussions</p>			
16:00 - 17:30	INTERNATIONAL FEDERATIONS Commercial	BROADCAST & DIGITAL	NEW OLYMPIC SPORTS	
				
17:30 - 18:30	<p align="center"><b>AFTER HOUR NETWORKING</b> Join rights holders, host cities and suppliers in breakout rooms for informal discussions</p>			

# WITH THANKS TO OUR PARTNERS AND SPONSORS



# MAIN SUMMIT SPONSORS



# PARTNERS



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(PRESENTING PARTNER)

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COLISEUM  
(PRESENTING PARTNER)

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GLOBAL  
SPORTS JOBS



HOST CITY



MASH  
MEDIA



ORANGE  
SPORTS FORUM



OVG



PAN STADIA



MONDO  
STADIA



CRISIS  
RESPONSE JOURNAL



FRONT OFFICE  
SPORTS



SPORT BUSINESS

# MEDIA PARTNERS



# BROADCAST & DIGITAL

## MODERATOR

**LAURA WIGNALL**

**BUSINESS DEVELOPMENT MANAGER, GRAVITY MEDIA**

## VIP GUESTS

**PETER HALL**

**HEAD OF MARKETING & TV, (FINA) INTERNATIONAL SWIMMING FEDERATION**

**OWEN LEED**

**COMMERCIAL & COMMUNICATIONS DIRECTOR, BADMINTON WORLD FEDERATION**

**MATT POUND**

**MANAGING DIRECTOR, WORLD TABLE TENNIS**

**SERGIO AGUILERA**

**COMMUNICATIONS MANAGER, WORLD KARATE FEDERATION**



We are really excited to be sponsoring the IFS. It gives us a chance to engage with federations we haven't yet worked with and gain more insight into the challenges they are facing, as well as brainstorming solutions together to produce the best possible outcomes for their sports

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# DIGITAL FAN ENGAGEMENT

## MODERATOR

**LUKE GAYDON**

**BUSINESS DEVELOPMENT SPORTS, ACCEDO**

## VIP GUESTS

**IAN ADAMSON**

**PRESIDENT, WORLD OBSTACLE**

**NICOLAS MAINGOT**

**SENIOR COMMUNICATIONS MANAGER, INTERNATIONAL HOCKEY FEDERATION**

**ISOBEL CARNWATH**

**DIRECTOR OF BRAND AND COMMUNICATIONS, INTERNATIONAL MIXED MARTIAL ARTS FEDERATION**

**KELVIN TAN**

**DIRECTOR OF ESPORTS, GLOBAL ESPORTS FEDERATION**

“The sports industry has been greatly impacted by the Covid-19 pandemic. At the same time however it has accelerated innovation that will likely live on beyond COVID. We have the solutions and expertise to help sports federations engage with their audiences in new ways, while creating long-term value for those federations, sponsors, and sports fans. The International Federations Summit gives us a unique opportunity to meet with those federations, discuss their challenges,



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# INTERNATIONAL MODERATOR FOR FEDERATIONS WITHIN ASOIF

**PETER WARD**

**MANAGING DIRECTOR, WETRACK**

## VIP GUESTS

**THOMAS BOSSER**

**HEAD OF IT, WORLD TAEKWONDO**

**RALPH STRAUS**

**COMMERCIAL DIRECTOR, INTERNATIONAL EQUESTRIAN FEDERATION**

**GONENC BENGISUN**

**EVENT OPERATIONS PROJECT MANAGER, WORLD VOLLEYBALL**



In a huge year for global sport we are happy to support the operations of International Federations by sponsoring this summit. The intimate workshops will enable enjoyable discussion and valuable knowledge exchange, and we look forward to engaging with the community of federations and

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# ESPORTS

## MODERATOR

**DENNIS MILLS**

**CEO, MAJOR EVENTS INTERNATIONAL**

## VIP GUESTS

**VLAD MARIENSCU**

**CHIEF EXECUTIVE OFFICER, INTERNATIONAL ESPORTS FEDERATION**

**JULIAN TAN**

**HEAD OF GROWTH & ESPORTS, FORMULA 1**

**FRANK ERICSON**

**CHEIF COMMERCIAL OFFICER, G-LOOT**

**ROBERTA COELHO**

**CHIEF EXECUTIVE OFFICER, GAMEXP**



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# HOSTING EVENTS

## MODERATOR

**IAIN EDMONDSON**

**EXECUTIVE DIRECTOR, INTERNATIONAL ASSOCIATION OF EVENT HOSTS**

## VIP GUESTS

**ROBBIE CLYDE**

**HEAD OF EVENT SCOTLAND, VISITSCOTLAND**

**SUSAN SAWBRIDGE**

**MANAGER, NEW ZEALAND MAJOR EVENTS**

**TERRY HASSELTINE**

**EXECUTIVE DIRECTOR, MARYLAND'S SPORTS COMMISSIONS**

**JEFF DANIELS**

**EXECUTIVE DIRECTOR OF SPORT, CULTURE AND MAJOR EVENTS, TOURISM CALGARY**



As we emerge from the most difficult year ever faced by the global events industry, reflection verifies that proactive and adaptive attributes helped Cube International serve an ever-changing landscape, and thrive. Our newest venture, the E-Bike Grand Prix, embodies the emergent, disruptive pillars of a new era in global events: innovation, sustainability, accessibility, wellness, partnership and collaboration. The Summit is the perfect platform for us to launch the EBK GP host cities concept, while sharing knowledge, and

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# INTERNATIONAL FEDERATIONS COMMERCIAL

## MODERATOR

**CAROLINE MCGUCKIAN**

**CHIEF EXECUTIVE OFFICER, MESHH**

## VIP GUESTS

**MAX HAMILTON**

**COMMERCIAL DIRECTOR, EUROPEAN TOUR**

**STEPHEN NUTTALL**

**MANAGING DIRECTOR, MEDIA, AMERICA'S CUP**

Joining the IFS 2021 gives us the opportunity to demonstrate how we can work with global federations, rights holders and venues using quantitative and qualitative analysis to understand consumer insights in order to move on from the past 12 months and focus on building up live events again



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# VENUE & STADIA

## MODERATOR

**ALI NASSER**

**SALES DIRECTOR, ARANA SECURITY**

## VIP GUESTS

**UNE MARIJA JURKSTAITE**

**CHIEF BUSINESS OFFICER, BC, ZALGIRIS KAUNAS & ZALGIRO AREN**

**BRIAN KABATZNICK**

**EXECUTIVE VICE PRESIDENT FACILITIES DEVELOPMENT, OAK VIEW GROUP (OVG)**

**STUART CAIN**

**CHIEF EXECUTIVE OFFICER, EDGBASTON**



“We’re really excited to be a sponsor of International Federations Summit and to bring our security solutions to the sports events industry. Current world events have accelerated the need for touchless access control and payment solutions. We’re committed to bringing these solutions to organisations for them to ensure the safety of staff and customers with the added benefit of secure

”

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# BROADCAST & DIGITAL

## MODERATOR

**JARED TIMMINS**

**SVP SOLUTIONS, TVU NETWORKS**

## VIP GUESTS

**DAN MIODOWNIK**

**CHIEF EXECUTIVE OFFICER, HOST BROADCAST SERVICES**

**DAVID SHIELD**

**SVP, GLOBAL DIRECTOR OF ENGINEERING & TECHNOLOGY, IMG MEDIA**

**SHANE WARDEN**

**CHIEF TECHNOLOGY OFFICER, ATP MEDIA**

“Joining the IFS 2021 is an incredible opportunity for us to meet and interact with Sports Communities in this challenging time. We want to use our extensive expertise in the Live Broadcast Media supply chain to help set trends in the industry. We’re at the forefront of innovation for sports federations to connect fans all around the world and bring remote participation to the next level”



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# SPORTS INNOVATORS

## MODERATOR

**BLAIR WOOD**

**DIRECTOR OF BUSINESS DEVELOPMENT , GRAVITY MEDIA**

## VIP GUESTS

**SAM HEWARD**

**CO-FOUNDER, ULTRA X**

**BENEDIKT BRANDMEIER**

**HEAD OF SALES & STRATEGY, DRONE CHAMPIONS AG**

**IAN ADAMSON**

**PRESIDENT, WORLD OBSTACLE**

**DECLAN BYRNE**

**REGIONAL DIRECTOR UK & IRELAND, THE IRONMAN GROUP**



“We are really excited to be sponsoring the IFS. It gives us a chance to engage with federations we haven't yet worked with and gain more insight into the challenges they are facing, as well as brainstorming solutions together to produce the best possible outcomes for their sports”

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# SPONSORSHIP ROI

## MODERATOR

**MIKE WRAGG**

**INTERNATIONAL HEAD OF STRATEGY CONSULTING & RESEARCH, NIELSEN**

## VIP GUESTS

**EMMANUEL BLANCHARD**

**MARKETING AND MERCHANDISING MANAGER, INTERNATIONAL CYCLING UNION**

**ELIZAVETA BRACHT**

**HEAD OF MARKETING, WORLD VOLLEYBALL**

**MARIEL AVALOS**

**ACTIVATION & DIGITAL PARTNERSHIPS MANAGER, INTERNATIONAL PARALYMPIC COMMITTEE**

“MEI gives us the precious opportunity to network with the major stakeholders within the global sport events ecosystem. They provide a unique platform to exchange ideas within this network, discuss industry challenges and shape the future, which is key to us to serve our clients with the best solutions.”



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# TURNKEY PROCUREMENT

## MODERATOR

**ANDREW SHARP**

**CEO, EVENT PLANNING GROUP**

## VIP GUESTS

**ANTOINE BERGER**

**EVENTS PROJECT MANAGER, INTERNATIONAL HOCKEY FEDERATION**

**GERGERLY MARKUS**

**SPORT DIRECTOR, WORLD TRIATHLON**



“EPG have been actively promoting the procurement of venue turn-key solutions as a way of the future for the past decade. It is now a reality and we are looking forward to sharing our experience and discussing current trends with the International Federation community and MEI membership at this”

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# HOSTING EVENTS (SESSION 1)

## MODERATOR

**IAIN EDMONDSON**

**EXECUTIVE DIRECTOR, INTERNATIONAL ASSOCIATION OF EVENT HOSTS**

## VIP GUESTS

**GEORGINA WARREN**

**HEAD OF CITY EVENTS AND EXPERIENCE, LONDON&PARTNERS**

**ANNIELA FORSELL**

**KEY ACCOUNT MANAGER SPORTS EVENTS, GOTHENBURG & CO**

**STEPHEN JOYCE**

**COORDINATOR BUSINESS & INVESTMENT AT CITY OF GOLD COAST**

“As we emerge from the most difficult year ever faced by the global events industry, reflection verifies that proactive and adaptive attributes helped Cube International serve an ever-changing landscape, and thrive. Our newest venture, the E-Bike Grand Prix, embodies the emergent, disruptive pillars of a new era in global events: innovation, sustainability, accessibility, wellness, partnership and collaboration. The Summit is the perfect platform for us to launch the EBK GP host cities concept, while sharing knowledge, and learning



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# BROADCAST & DIGITAL

## MODERATOR

**OPHIR ZARDOK**

**SPORTS SOLUTIONS AND STRATEGY DIRECTOR, LIVEU**

## VIP GUESTS

**SUSANNE LENZ**

**A/V MEDIA COORDINATOR, INTERNATIONAL CYCLING UNION**

**BENEDIKT BRANDMEIER**

**HEAD OF SALES & STRATEGY, DRONE CHAMPIONS AG**

**NICOLE GRUBER-GIL LOPEZ**

**HEAD OF ACQUISITIONS AND RIGHTS HOLDER MANAGEMENT, REDBULL MEDIA HOUSE**



“Participating in IFS 2021 offers an exciting opportunity to educate and share knowledge gained in the US, Europe and APAC, supporting the most dynamic sporting events. This past year has seen a tremendous growth in the demand for remote sports productions and we look forward to listening and discussing with attendees how we can help them produce the highest-quality, engaging live content, safely and in the most cost-effective way.”

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# INTERNATIONAL FEDERATIONS WITHIN ARISF

## MODERATOR

**MICHEL AULBERS**

**COMMERCIAL HEAD FOR GLOBAL SPORTS BUSINESS, ATPI**

## VIP GUESTS

**JIM SCHERR**

**CHIEF EXECUTIVE OFFICER, WORLD LACROSSE**

**CLARE BRIEGAL**

**CHIEF EXECUTIVE OFFICER, INTERNATIONAL NETBALL FEDERATION**

**DAMIANO ZAMANA**

**DEPUTY CEO, INTERNATIONAL MOTORCYCLING FEDERATION**

“This unprecedented global situation has brought greater focus on how ATPI can provide greater value and reduced risks for clients. The MEI IF summit was the ideal place for us to discuss and learn directly from the key representatives from the IF's, supporting us in finding the right balance between financial, social and environmental sustainability enabling ATPI to create tailor-made Travel and Events management solutions to IF's.”



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# VENUES & STADIA

## MODERATOR

**NIEL LEVETT**

**DIRECTOR, INTERNATIONAL SPORT CLIMBING FEDERATION**

## VIP GUESTS

**MARION SCHÖNE**

**GENERAL MANAGER, OLYMPIA PARK MÜNCHEN GMBH**

**FRANCO SEGARRA**

**CHIEF INNOVATION OFFICER, VALENCIA FC**

**GRAHAM GILMORE**

**CHIEF EXECUTIVE OFFICER, LONDON STADIUM**

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# INTERNATIONAL FEDERATIONS

## MODERATOR

**GRAZIELLA THAKE**

**FOUNDING PARTNER, OPTIMISATION HUB**

## A VIEW FROM THE TOP

## VIP GUESTS

**MARIUS VIZER JR**

**GENERAL SECRETARY, FITEQ**

**MICHAEL SCHMIDT**

**EXECUTIVE DIRECTOR, WORLD BASEBALL SOFTBALL CONFEDERATION**

**MICHAL BUCHEL**

**CEO AT INTERNATIONAL, SAMBO FEDERATION (FIAS)**

OH sponsored the 'View from the Top' workshop as we feel there is huge value in both our work in leadership & governance and the importance of support for Federations to facilitate listen to and build collaboration so they can navigate the tapestry of the future. This workshop was an extension of what we do to help sport to mitigate risks and navigate pathways of delivery . We were keen to add value to Federations and sport itself . Our work is guided by 30 years of evidence-based expertise and our commitments are: inclusiveness; we respect people; value diversity, and are committed to supporting leadership at all levels.



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# BROADCAST & DIGITAL

## MODERATOR

**CHRIS CLARKE**

**CHIEF EXECUTIVE OFFICER, CERBERUS TECH LTD**

## VIP GUESTS

**ANNE-SOPHIE VOUMARD**

**VICE-PRESIDENT, BROADCAST & MEDIA RIGHTS, INTERNATIONAL OLYMPIC COMMITTEE**

**JAMES LORD**

**DIRECTOR OF BROADCAST, WORLD ATHLETICS**

**ROGER BROSEL GOIRICELAYA**

**HEAD OF CONTENT & PROGRAMMING, LALIGA**



Cerberus Tech have sponsored this year's IFS to highlight our global live video distribution services to the federations. We already provide our services to the commercial sports markets, helping them deliver much more for significantly less outlay and feel that we can provide even more value for money to the federations. We attended last year's IFS, in Lausanne, where we felt the event was extremely well organised and the attendees were open and receptive to conversations around new ideas and

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# INTERNATIONAL FEDERATIONS COMMERCIAL

## MODERATOR

**TOM VECHY VECSEARNYES**

**CEO, SEYU**

## VIP GUESTS

**KIRSTY GATINOIS**

**HEAD OF EVENT OPERATIONS, INTERNATIONAL VOLLEYBALL FEDERATION (FIVB)**

**MARCO IENNA**

**CHIEF OPERATING OFFICER, (WBSC) WORLD BASEBALL SOFTBALL CONFEDERATION**

**DALTON ODENDAAL**

**COMMERCIAL DIRECTOR, WORLD ATHLETICS**

**STEVEN MARSDEN**

**EXECUTIVE VICE PRESIDENT, GLOBAL PARTNERSHIPS, BIRMINGHAM 2022**

“Taking part in the IFS 2021 is a huge opportunity for us to connect and communicate with the shareholders, who are shaping the sports industry and to share our experiences and ideas with each other. The event creates a great platform to understand the needs of the market, helping synergies to be formed more effectively”



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# NEW OLYMPIC SPORTS

## MODERATOR

**FERNANDO JAUME**

BUSINESS DEVELOPMENT MANAGER, LEVERADE

## VIP GUESTS

**ELLEN ZAVUIAN**

SPORTS ATTORNEY, FOUNDER/ED , UNITED BREAKING ASSOCIATION AND USA DANCE TASK FORCE MEMBER

**ALESSANDRO DI CATO**

EVENT OFFICER, INTERNATIONAL SPORT CLIMBING FEDERATION

**IGANCIO SORIANO**

HEAD OF EVENTS, FIBA 3x3



LEVERADE has rapidly grown in Spain and is looking forward to expanding internationally. As the recent markets opening like Switzerland, Singapore, Canada, Brazil or Chile LEVERADE is pursuing to meet Sports Federations from all over the world

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# HOSTING EVENTS (SESSION 2)

## MODERATOR

**ANDY MOSS**

**FOUNDER & CHAIRMAN, CUBE INTERNATIONAL**

## VIP GUESTS

**ROBERT KAWAMOTO**

**OTTAWA TOURISM**

**ATTILA MIZSÉR**

**MANAGING DIRECTOR, APOLLO CONSULTING**

**DAVID GÓMEZ**

**PRODUCT MANAGER, VISIT VALENCIA**

“As we emerge from the most difficult year ever faced by the global events industry, reflection verifies that proactive and adaptive attributes helped Cube International serve an ever-changing landscape, and thrive. Our newest venture, the E-Bike Grand Prix, embodies the emergent, disruptive pillars of a new era in global events: innovation, sustainability, accessibility, wellness, partnership and collaboration. The Summit is the perfect platform for us to launch the EBK GP host cities concept, while sharing knowledge, and learning



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# SUPPORT TO INTERNATIONAL FEDERATIONS AND HOST CITIES

The current uncertainty in planning and delivering significant sports events, and the possibility for short notice changes at any point for the foreseeable future, is placing additional pressures on already busy Federation and Host City staff. Many organisations are therefore taking the opportunity to look at different ways of working including commercial models and we are gaining some informative insights which may help you to achieve your objectives. These align with our core business model of providing connectivity and facilitation for those who need a Host City and the Cities themselves who want to demonstrate how they can fully activate a hosting plan which will delight the organisations which chose them, following careful scrutiny.

Federations may wish to extend their reach beyond existing Host City candidates. This can help promote disciplines or formats which are new to the City, but also opens up new opportunities if Temporary Overlay venues are used in iconic settings in city centres as an example. Cities can also be encouraged to offer multi-purpose venues capable of hosting more fans and place the competition within a more mature City activation approach. MEI seeks to match these aspirations and would welcome the opportunity to explain how we can offer reviews on: branding, marketing, easing the burden to bidding and to encourage new entrants to the market for regional growth; innovative commercial engagement and most importantly the verification of suitable candidates for final Federation review and selection.



# Service Desk Approach

**We have been delighted by the reaction from all parties to the re-positioning of the MEI community in terms of external engagement, The “Service Desk” concept is now very well established and has opened up many opportunities to engage with Federations and Host Cities who plan to host iconic events. We welcome all opportunities for requests to access the community in the following Tiers:**

**Tier 1:** An opportunity to access support from service delivery companies and those capable of activating new fan engagement or revenue opportunities. This can lead to sponsorship and or Value in Kind support subject to the size of the opportunity within Framework or enduring relationships.

**Tier 2:** Via video conferencing, 90 minute sessions can focus on subjects of interest to Federations and Host Cities with an appropriate mix of

capability providers who will engage via a workshop, non selling, approach. This is your opportunity to assess responses to challenges and opportunities.

**Tier 3:** Requests to access suppliers of a clearly defined capability can be made where there is a known requirement which can be briefed to MEI.

## Call to Action!

We will always seek to take any opportunity for the community registered for the Summit to connect. There is a vast amount of experience “in the room” and unlimited networking opportunities for those who seize this opportunity. Given the considerable array of organisations involved, somebody out there has met and overcome your challenges or know how to seize an opportunity. We welcome the opportunity to find ways of supporting you directly from MEI experience or via our outstanding network.





# SERVICE DESK COMMERCIAL & OPERATIONAL PARTNERS



## AFEX

AFEX are a non-bank global payments and risk management provider with significant involvement in sport. They offer a free initial review of current arrangements and an assessment of where hard-earned revenue can be better secured through a partnering strategy. Working as part of your team, they will be proactive in recommending the best time to trade in a world of continued currency volatility and they have a well-established revenue share model which is also available to National Teams and Host Cities. Sponsorship can be shaped to meet Federation needs.

Website: [www.afex.com/unitedkingdom/](http://www.afex.com/unitedkingdom/)



## ATPI

ATPI specialise in travel and Events management integrating live event & sponsorship activation within a partnership approach. With vast experience of working with various sports governing bodies, national teams and event organisers, never has there been a greater need for support to planning, verifying value for money and travel contingency planning. Support will ensure that Athletes, VIPs, Sponsor and even friends and families are supported when travelling and this presents an opportunity for sufficient volumes of transactions to generate various forms of incentivisation scheme.

Website: [www.atpi.com](http://www.atpi.com)



## DB SCHENKER

DB Schenker specializes in sport and event logistics. From concept planning through to multi-venue delivery and recovery. Every aspect of support to logistics operations from customs clearance, movement of special cargo, warehousing and worldwide door-to-door logistics, our specialist teams ensure time-critical and high-profile events succeed. Speak to a DB Schenker expert today to enhance your logistics arrangements, reduce operational risk and ensure your budgets are robust and present value for money.

Website: [www.dbschenker.com/](http://www.dbschenker.com/)

# SERVICE DESK COMMERCIAL & OPERATIONAL PARTNERS



## ENDORSER

Endorser are led by sport and entertainment experts who for the last 30 years have curated many of the world's largest events. They understand the challenges concerning working capital, debt exposure, and risk evaluation especially in the current challenging environment. Small loans or ranged up to US \$100,000,000+ per transaction can provide cash infusion for Federations who can demonstrate certainty of sources for future funding.

Website: [www.myendorser.com/](http://www.myendorser.com/)



## REDSODA

Redsoda are experts in Sports related Merchandising with substantial supply chain and retail experience. To provide scalable support, they operate on-demand services for small, personalised quantities through to large scale bespoke ranges, delivering direct to the client or consumer solutions. Comprehensive category expertise: apparel, professional performance wear, health, fitness, promotional merchandise, giftware and souvenirs. Commercial models allow for low up-front costs and depending on scale various forms of revenue share or other event legacy benefits.

Website: [www.redsodaco.com/](http://www.redsodaco.com/)



## MET OFFICE

The Met Office is the national meteorological service for the UK, which provide critical weather services and world-leading climate science, helping you make better decisions for event and contingency planning. Some support is offered at no charge due to Government and International Agency funding programmes with services which include historical data, short/ long term forecasting, climate change and video content. They welcome the opportunity to explain the contribution they can make to your scheduled and future events.

Website: [www.metoffice.gov.uk/](http://www.metoffice.gov.uk/)



# SERVICE DESK COMMERCIAL & OPERATIONAL PARTNERS



## CAPTURE THE EVENT

With technology innovations enabling personalisation of the fan experience anywhere in the world, rightsholders have immediate access to a new revenue stream and activation platforms for their sponsors & partners. CTE's branded, secure & interactive photo galleries place the fan within 'highlights' of the event they are following, creating inspirational & long-lasting video, print & digital mementos for sharing and displaying those very special moments. CTE has years of experience of working with host cities, global & national events and rightsholders.

Website: [www.capturetheevent.com/](http://www.capturetheevent.com/)



## MEI

MEI seeks to provide you with access to the best possible sources of Event Insurance to meet the current unique challenges which are likely to endure for many years. New solutions and ways of working are required to encourage both participants and visitors to continue to support events whilst ensuring that Federations have the necessary oversight of what has typically been delivered by host city agencies. MEI Insurance providers can highlight the significant advantages to be derived from multi-event arrangements and are willing to review existing cover to ensure it is fit for purpose to meet new global challenges and is at the right price with the potential for new commercial opportunities. The selected Insurance Partner will work with other Service Desk providers and be able to offer guidance which drives effective risk mitigation to enhance policy effectiveness and reduce cost to Federations.



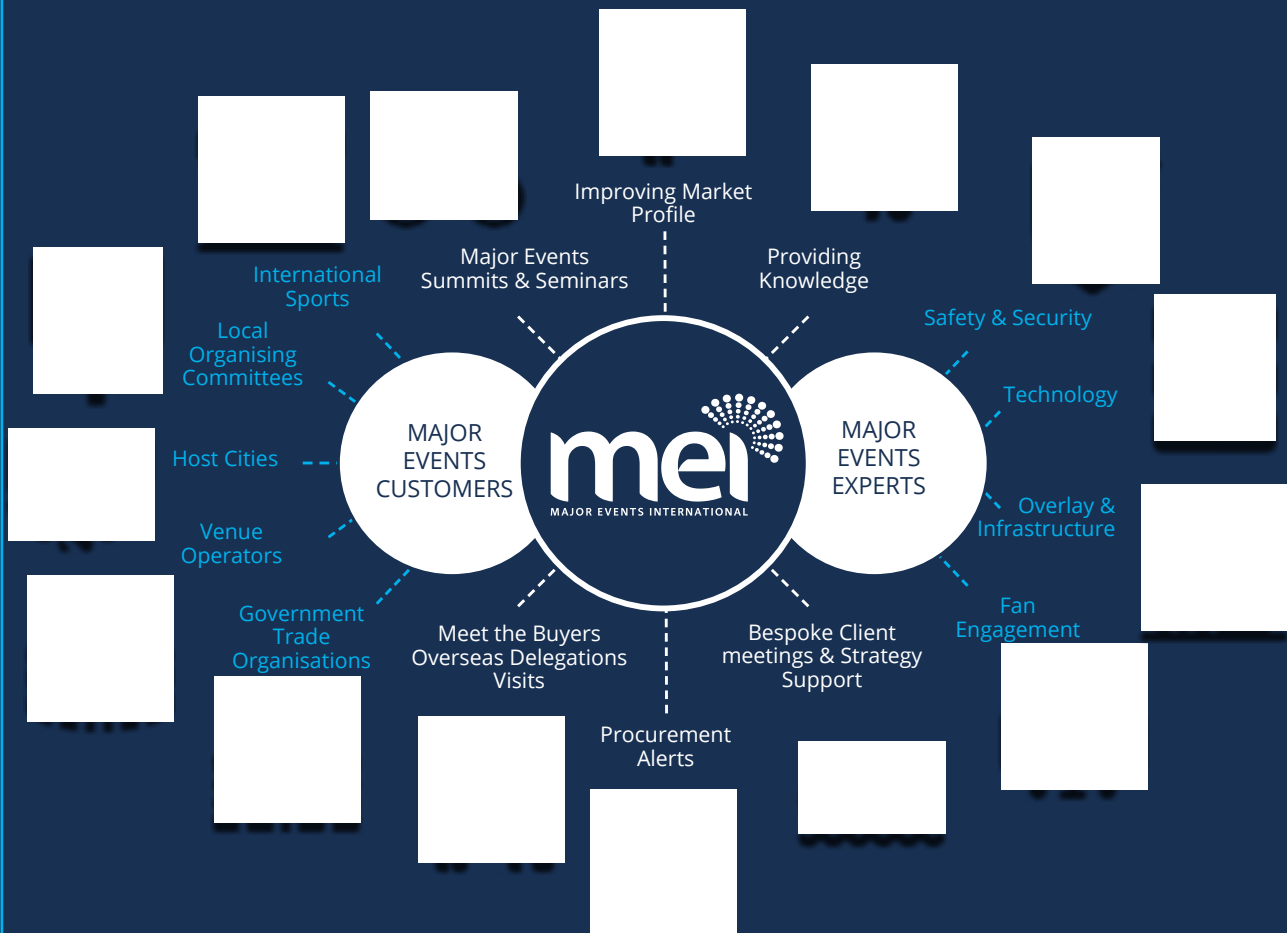
## Gateley / Legal

Gateley Legal specialise in the fast-evolving sports environment and specialist fields include; property and stadia matters (including construction and planning); sponsorship; sponsorship agreements; athlete agreements; brand licensing, brand protection and exploitation; commercial contracts (including kit manufacturing and supply agreements, retail agreements and marketing agreements); personality rights; governance issues; safeguarding policies; data protection; competition issues; and employment issues. We've built a robust reputation for our expertise in handling some of the biggest and most lucrative deals in sport, with a tailored and personal service for Federations who we can offer a free 30 minute consultation via telephone to discuss any legal issues that may arise.

Website: <https://gateleyplc.com/gateley-legal/>

# MAJOR EVENTS

SUPPORTING YOUR SUCCESS IN MAJOR SPORTING EVENTS



“MEI are a key partner helping us expand our international footprint and driving growth in the Major Events business”

- Steve Revell,  
Rapiscan

“WeTrack find our membership to MEI to be great value for money... this combination has undoubtedly helped us win

- Peter Ward,  
WeTrack

“MEI presents the opportunity to hear from, have dialogue with representatives from some of the major sporting competi-

- Paul Musselle,  
Giggabox

If you can mitigate risk, minimise cost, or maximise event revenues / fan engagement, let's discuss how you can help our clients

+44 (0) 20 7709 2350 • [enquiries@majoreventsint.com](mailto:enquiries@majoreventsint.com)

# See you in Lausanne in Feb 2022!

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