What are the benefits of bidding for and organising the Olympic Games or the Youth Olympic Games? What should be considered before deciding to put forward a bid?

To help answer these questions and many others, the International Olympic Committee (IOC) will hold a two-day conference to provide interested cities and National Olympic Committees with detailed insights into the opportunities that a city, region and country can gain from hosting the Olympic Games or the Youth Olympic Games.

The Bidding for the Games Conference will discuss the benefits of staging the Games, including the importance of developing a long-term vision and fixing objectives, well in advance of submitting a bid, to ensure a successful, lasting Games legacy. It will detail the differences between the Olympic Games and the Youth Olympic Games (Summer and Winter), and show how each offers unique opportunities for cities, regions and countries alike.

An impressive line-up of speakers will share their experiences with participants, allowing them to tap into the best available knowledge and expertise before they officially decide to launch a bid.

DAY 1 – 1st November

- 08.30 – 09.00  Registration

- 09.00 – 09.15  Welcome by Dr Jacques Rogge, IOC President

Introduction by Mr Gilbert Felli, IOC Olympic Games Executive Director

- 09.15 – 10.45  “A Vision for the Games”

This session will set the tone of the conference by providing testimonials about the vision lying behind recent and upcoming Games. Speakers will emphasize the importance of a clear and shared vision to optimize the Games impact and legacy.

- Keynote speech by Lord Sebastian Coe, Chairman London 2012

- Testimonials from:
  - Mr Dmitry Chernyshenko, President and CEO of Sochi 2014
  - Mr Francis Chong, Co-Chairman of the Singapore 2010 Bid Committee and Deputy CEO of Singapore 2010 YOG
  - Mr Eduardo Paes, Mayor of Rio de Janeiro

- Questions and answers

Continued on next page
• 11.00 – 12.15  “Staging the Games, what does it mean, what does it take?”
Participants will receive information about the Olympic Games: scope and scale, product and experience (Sport, Ceremonies, Torch Relay, Culture, City Activities). This session will also provide an overview of the financial model and introduce the various Games Clients and Stakeholders.
- Presentations by Mr Gilbert Felli, IOC Olympic Games Executive Director and Mr Christophe Dubi, IOC Sports Director
- Questions and answers

• 12.15 – 13.30  Lunch Break

• 13.30 – 14.30  “Introduction to the Youth Olympic Games”
This session will focus on the specificities of the Youth Olympic Games.
- Presentation by Mr Francis Chong, Co-Chairman of the Singapore 2010 Bid Committee and Deputy CEO of Singapore 2010 YOG and Mr Christophe Dubi, IOC Sports Director
- Questions and answers

• 14.30 – 16.30  “Planning and delivering Legacy - How can the Games become a catalyst for change?”
This session will introduce the different spheres of Olympic Legacy (sports development, sport facilities, social, economic, etc.) with concrete examples from previous and upcoming Games. It will also underline that successful legacy initiatives derive from a clear and well-thought out vision from the earliest stages of a bid.
- Introduction by Mr Richard Cashman, University of Technology, Sydney, Director of the Australian Centre for Olympic Studies
- Panel discussion including:
  - Mr Armand Calvo, Director of the Barcelona’92 Olympic Village
  - Mr Francis Chong, Co-Chairman of the Singapore 2010 Bid Committee and Deputy CEO of Singapore 2010 YOG
  - Lord Sebastian Coe, Chairman London 2012
  - Mr Eduardo Paes, Mayor of Rio de Janeiro
- Questions and answers

• 16.45 – 18.00  Tour of the Olympic Museum and networking drinks

Continued on next page
DAY 2 – 2nd November

• 08.30 – 09.00 Welcome

• 09.00 – 10.00 “Bidding for the Games”
  This session will highlight the various steps of the bidding process for the Olympic Games and the Youth Olympic Games, providing information about the requirements and assessment criteria at each stage of the bid.
  – Presentation by Ms Jacqueline Barrett, Head of IOC Bid City Relations
  – Testimonial by Mr Dmitry Chernyshenko, President and CEO of Sochi 2014
  – Questions and answers

• 10.15 – 12.00 “Building partnerships”
  For events the size of the Olympic Games and Youth Olympic Games, the importance of building partnerships between stakeholders from the very earliest stages of the bid is key. Panelists will share concrete examples of the challenges and benefits of building partnerships in bidding for and ultimately delivering the Games.
  – Panel discussion including:
    – Mr Spyros Capralos, President of the Hellenic Olympic Committee and former ATHOC Senior Executive
    – Mr Dmitry Chernyshenko, President and CEO of Sochi 2014
    – Mr Francis Chong, Co-Chairman of the Singapore 2010 Bid Committee and Deputy CEO of Singapore 2010 YOG
    – Mr Carlos Nuzman, President of Rio 2016 and of the Brazilian Olympic Committee
  – Questions and answers

• 12.00 – 13.00 Lunch Break

Continued on next page
13.00 – 13.45 “Win or Lose, benefiting from a bid”
This session will emphasize the importance of planning a legacy for a bid, irrespective of the eventual outcome and provide concrete examples of various types of bid legacies through case study presentations.
- Presentation of case studies on various Olympic bids by Ms Jacqueline Barrett, Head of IOC Bid City Relations and Mr Philippe Furrer, Head of IOC Olympic Games Knowledge Management
- Questions and answers

13.45 – 15.00 “Rio’s Olympic Journey”
Mr Carlos Nuzman, President of Rio 2016 and of the Brazilian Olympic Committee, will share the lessons learned in the lead up to the successful Rio 2016 bid campaign.
- Questions and answers

15.00 – 16.00 Final Wrap-Up by Mr Gilbert Felli, IOC Olympic Games Executive Director.

For more information on registration process:
Registration process

For more information, contact:
biddingconference@olympic.org