



INTERNATIONAL
OLYMPIC
COMMITTEE

FACTSHEET

OGKM & THE SOCHI 2014 DEBRIEFING

UPDATE - JULY 2014

OLYMPIC GAMES KNOWLEDGE MANAGEMENT (OGKM)

THE PROGRAMME

As one of the most complex peace-time operations in the world, staging the Olympic Games involves at least two years of bidding, seven years of preparations, 16 days of competition and about a year of dissolution. During this period of time, the staff at the Games Organising Committee (OCOG) learns a huge amount about how to organise the event and then after it's all over – how they would improve their operations if they had to do it again.

So as to retain this knowledge within the Olympic Movement and assist future OCOGs, which are usually taking on the organisation of the Games for the first time, the International Olympic Committee (IOC) developed the Olympic Games Knowledge Management platform (OGKM). This innovative programme was specially created to ensure that future hosts could draw from the wealth of knowledge that is available about Games organisation, while using it to make their own projects more efficient and effective in delivering the highest quality conditions for the athletes of the world.

More importantly, OGKM aims to help bid cities and OCOGs develop their own vision and understand how a host city and its citizens can benefit from the long-lasting impact of the Games, while managing the opportunities and risks that such an event produces.

EVOLUTION

The IOC's transfer of knowledge programme was set-up during the preparations for the Sydney Games in 2000 in cooperation with the

Sydney Organising Committee (SOCOG). Later, to further enhance the TOK programme and to develop its knowledge management initiatives, the IOC established an independent company called Olympic Games Knowledge Services (OGKS) in 2002. In 2005, the IOC then decided to bring its transfer of knowledge function fully in house, baptising it Olympic Games Knowledge Management (OGKM).

PARTNERS

Since it began, the OGKM programme has worked with a number of OCOGs and bid cities to transfer knowledge to help them put on or bid for the Games. At the moment, the IOC is working with:

OCOGs: Sochi 2014, Rio 2016, PyeongChang 2018 and Tokyo 2020.

2022 Applicant Cities

Youth Olympic Games Organising Committees: Nanjing 2014, Lillehammer 2016 and Buenos Aires 2018.

2020 YOG Bid Cities: Lausanne (SUI) and Brasov (ROM)

WHAT IS OGKM?

OGKM is an integrated platform of services and documentation, which assists organisers in their preparations, lets them evaluate their progress and success, and helps to define the future of the Games. Since its inception, the OGKM programme has developed into an essential tool for Games organisers.

The vision of the OGKM programme is to contribute to maintaining the unique value and success of the Games product and experience through transferring knowledge and expertise from one edition of the Games to the next, making sure that the contextual elements are properly taken into account.



This links in perfectly with OGKM's mission of enhancing the performance of the OCOGs and bid cities, as well as allowing them to benefit from their predecessors, while also contributing to the future success of cities yet to host the Games.

OGKM ACTIVITIES

Observer Programme:

The Observer Programme allows future Games organisers to observe Games-time operations - in the heat of the action - during an actual Games Edition. The Observer Programme looks at a number of Games-related areas through visits to the Games venues and roundtable discussions with the people who are directly organising the event. For example, Sochi 2014 Observer Programme held 65 visits to a number of competition and non-competition venues, over 21 days with more than 350 participants, majority from 3 future OCOGs.

For more information go to:

http://www.olympic.org/Documents/Reference_documents/Factsheets/2013-The_Observer_Programme-Sochi-2014.pdf.

Games Evaluation:

The process of Games evaluation looks to capture the key learning from a Games edition and identify opportunities to enhance the next Games experience. This feedback is subsequently integrated into the other transfer of knowledge documents and activities like the IOC debriefing.

IOC Debriefing:

The IOC debriefing is a key element of the Games evaluation and is a seven-day seminar in the next host city of the Games, which gives participants the opportunity to actively exchange ideas and learn about how previous Games staff approached the Games and what they learnt.

Technical Manuals:

Technical manuals are documents containing key educational information and contractual requirements, which are used to support the OCOG in the planning and staging of the Games. The technical manuals are updated after each edition of the Games and there are currently 33 technical manuals and nine guides totalling more than 7,000 pages of information.

Workshops:

Interactive workshops are organised throughout the lifecycle of the Organising Committee and are tailor-made to suit the OCOG's needs. Overseen by the corresponding function within the IOC, these workshops are run by external experts, who are often veterans of previous Organising Committees.

OGKM Extranet:

The OGKM extranet is the principal host platform of all of the knowledge that has been collected through the different transfer of knowledge programmes at the IOC, and is accessible by all OCOGs and bid cities, giving them instant access to thousands of reference documents and videos that they can draw from when looking to build and improve their own Games.

Cross-Cultural Awareness:

This is a platform aimed at bridging the gap between the diverse cultures of the IOC and the Organising Committees. It includes specialised sessions for IOC staff on the cultures in the different countries and organisations, and is an integral part of the training process at the IOC.

Secondment Programme:

The IOC also supports Secondment Programme for the OCOGs, which allows staff from future Games to take up short-term positions within the current Games OCOG. This gives them first-hand experience of operating on the front line and will allow them to better appreciate what is expected during their own edition of the Games.



THE IOC DEBRIEFING OF THE SOCHI 2014 OLYMPIC WINTER GAMES

GENERAL OVERVIEW

The IOC Debriefing of the Sochi 2014 Olympic Winter Games is the eighth edition of the Games debriefing. Led by the IOC, it will see the staff of the Sochi 2014 Organising Committee sharing their knowledge and experience with the representatives from PyeongChang 2018, Rio 2016, Tokyo 2020 and 2022 Applicant Cities. The Debriefing will be held from 25th June to 2nd July 2014 in the next host city of the Olympic Winter Games – PyeongChang, Korea.

ESTIMATED NUMBER OF PARTICIPANTS

65 from Sochi 2014
300 from PyeongChang 2018 (including the Government partners)
30 from Rio 2016
30 from Tokyo 2020
4 from each 2022 Applicant City

PROGRAMME

The debriefing will be split into three different parts. The first part, of three days from 25th to 27th June, will focus exclusively on the technology aspects of the Games in London. The second part, from 29th June to 2nd July, will look at all other aspects of the Games organisation and will include a combination of plenary sessions, breakout sessions, organised around five themes, and one-to-one meetings. The final element of the debriefing will be held on 4th and 5th July and will be specifically dedicated to the Paralympic Games.

KEY NARRATIVE ELEMENTS COVERED IN THE DEBRIEFING

Creating an attractive product by establishing a strong vision and delivering on it by:

- putting Sport and the athletes at the heart of the preparation and delivery of the Games,
- using all components of the Olympic Games product to engage with the widest audience possible,
- always having sustainability and legacy as key strategic objectives across all areas of the project.

Establishing a strong governance model by:

- designing a flexible organisation evolving from a planning organisation to an event delivery one
- defining early on clear roles and responsibilities within the OCOG and between the OCOG and its various stakeholders
- establishing strong corporate pillars, from legal to finance, from establishing a learning strategy to raising revenues, supporting the OCOG all along its life cycle

Engaging with the Olympic Movement stakeholders by:

- communicating with them in a proactive, transparent and timely manner
- providing them proper assistance to allow them to prepare and operate during the Games

Preparing the team for delivery by:

- building and developing a team experienced in delivering an event, from hiring to training people, offering them learning opportunities and empowering them
- designing a thorough readiness strategy to prepare the team for delivery

Delivering the event by:



- building and operating venues, infrastructure and supporting commodities
- having a client approach based on planning the Games clients' experience and providing all of them the various Games services they need to fulfil their roles during the Games

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DEBRIEFING**

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