



INTERNATIONAL
OLYMPIC
COMMITTEE

FACTSHEET

LONDON 2012 OBSERVER PROGRAMME

UPDATE - JUNE 2012

THE PROGRAMME

An integral element of the Olympic Games Knowledge Management (OGKM) platform of learning, the London 2012 Observer Programme represents a key component of the knowledge transfer process, providing a unique opportunity to live, learn and experience real Olympic Games operations. The IOC organises the Observer Programme in partnership with the host Organising Committee (OCOG), with key OCOG personnel acting as the main presenters for each tour supported by a combined IOC-OCOG management team.

For future Games organisers, attending an Olympic Games represents a valuable opportunity to learn and experience the event live. During the Observer Programme, each future Organising Committee can witness not only how things are done, but also study specific areas, so that they can learn and improve upon those subjects within their own organisational and cultural context.

PARTICIPANTS

The London 2012 Observer Programme involves:

- 3 Organising Committees of the Olympic Games (Sochi 2014, Rio 2016 and PyeongChang 2018)
- 3 Candidate Cities 2020 (Istanbul, Tokyo, Madrid)

NUMBER OF OBSERVERS

220 from Sochi 2014

250 from Rio 2016

40 from PyeongChang 2018

8 from each Candidate City for 2020

Representatives from the International Rugby Board and the International Golf Federation

VISITS

50 visits and 5 roundtables will be held over 21 days. The visits start on 23 July and finish on 13 August. This date range allows the observers to see the arrivals and departures period, as well as Games time activities.

The visits look at Games related themes and the work of different functional areas. There are visits to approximately fifteen competition venues and about thirty-seven non-competition venues and sites.

The detailed programme has been designed in consultation with the various OCOGs in order to ensure it meets their specific needs. In accordance with the Client-oriented Games management approach, new visits dedicated to Athletes and Spectators Experience have been included in the London 2012 Observer Programme.



TOPICS

The topics covered during the Observer Programme include areas such as:

- Ceremonies
- Brand Identity and Look of the Games
- Command, Control and Communications
- Olympic Village Operations
- Sport
- Workforce Services
- Uniform
- Accreditation
- Sustainability
- Brand Protection
- Transport
- Protocol
- Ticketing
- Venue Management
- Medical Services
- Marketing
- Press Operations
- Broadcasting
- Technology
- Arrivals and Departures
- Licensing
- Athlete Experience
- Spectator Experience
- Logistics
- Signage
- Communications

IMPRINT

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