



INTERNATIONAL
OLYMPIC
COMMITTEE

FACTSHEET

SOCHI 2014 - OBSERVER PROGRAMME

UPDATE: FEBRUARY 2014

THE PROGRAMME

An integral element of the Olympic Games Knowledge Management (OGKM) platform of learning, the IOC Observer Programme represents a key component of the knowledge transfer process, providing a unique opportunity to live, learn and experience real Olympic Games operations through a number of visits to various Olympic sites during Games-time, based on specific functional themes. The IOC organises the Observer Programme in partnership with the host Organising Committee (OCOG), with key OCOG personnel acting as the main presenters during each visit supported by a combined IOC-OCOG project 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 Sochi 2014 Observer Programme involves:

- three Organising Committees of the Olympic Games (Rio 2016, PyeongChang 2018 and Tokyo 2020)
- five Applicant Cities for the Olympic Winter Games in 2022 (Krakow, Oslo, Almaty, Lviv and Beijing*).

NUMBER OF OBSERVERS

- 102 from Rio 2016
- 154 from PyeongChang 2018
- 54 from Tokyo 2020,
- 62 from each 2022 Applicant City.

TOTAL: more than 370 participants

VISITS

65 visits including 10 roundtables will be held over 21 days. The visits start on 4 February and finish on 24 February. Besides Games-time activities, this date range allows the observers to observe also the arrivals and departures period.

The detailed programme has been designed in consultation with the various OCOGs in order to ensure it meets their specific needs. In addition to the visits dedicated to Games-related themes and functional areas, in accordance with the Client-oriented Games Management approach, new visits dedicated to different clients' experience (e.g. athletes, workforce, media, spectators, etc.) have been included in the Sochi 2014 Observer Programme.

IMPRINT

**SOCHI 2014 OBSERVER
PROGRAMME**

20 February 2014

A publication of the



INTERNATIONAL
OLYMPIC
COMMITTEE

Château de Vidy,
1007 Lausanne,
Switzerland

For further information, please contact

IOC Communications
Tel. +41 21 621 60 00
Fax +41 21 621 63 54
pressoffice@olympic.org