Bangkok, the capital of Thailand, was confirmed as the host city for the 2018 edition of SportAccord Convention during a stunning Opening Ceremony to mark the official start of this year’s edition in Aarhus.

The announcement was made during a glittering opening ceremony at the Musikhuset, which featured culture, music and the performing arts, as well as speeches from SportAccord Convention President Francesco Ricci Bitti, International Olympic Committee President Dr Thomas Bach and the Mayor of Aarhus, Jacob Bundsgaard.

Bangkok – and Thailand as a whole – is renowned for the welcoming nature of its people, and the city is served by numerous international airlines, with most countries offering direct flights.

As the main hub for Southeast Asia, the city will provide a perfect base for Convention attendees who are keen to explore a stunning part of the world. Bangkok provides a multitude of affordable activities, with plenty to offer visitors in terms of culture, shopping and more.

Further attractions can be found by heading to the north on one of 20 daily one-hour flights from the capital, while Thailand’s famous beach resorts are just one hour away to the south on an aeroplane and only a two-hour drive away to the east and west. The Convention is looking forward to returning to Southeast Asia, where there are plans to make the 16th edition of the Convention a family event for delegates and their loved ones.

For delegates who are bringing their families, the Convention’s organisers are planning an exciting cultural programme.

Commenting on the announcement, Francesco Ricci Bitti, President of SportAccord

CONTINUED ON P2
A CONVENTION FOR FAMILIES

The Association of Summer Olympic International Sports Federations (ASOIF) is working on a timetable to implement the outcomes of its pioneering governance project, which may include a combination of support and sanctions for IFs that fail to make progress. Francesco Ricci Bitti, ASOIF President, resisted calls to set a deadline to "name and shame" high-profile offenders, but said that ASOIF is committed to bringing about change.

IFs will get a second chance to address any shortcomings highlighted by research among ASOIF’s 28 Members into five key areas—transparency, integrity, democracy, development/solidarity and control mechanisms.

Andrew Ryan, Executive Director of ASOIF, told The Daily: “We will work with each IF to identify their weaknesses and to measure over a period of time — and certainly by the end of this year. We will then make public details of the progress or otherwise made by each IF.”

Ricci Bitti said that ASOIF and the IFs should be proud of the efforts by their governance task force in conducting the project, which was recognised by the Council of Europe. He said there were considerable variations between the IFs and he discouraged comparisons, because of the differences in size and scale between them.

Rowland Jackson, whose sports governance consultancy, I Trust Sport, analysed the responses to the self-assessment questionnaire returned by the IFs, said: “Setting up a governance task force in this way is a significant step and the level of co-operation is also significant, because responding to the survey was not a simple matter.”

The meeting approved the appointment of ASOIF’s Council of two new Members, with Mariol Casado (President, ITU – International Triathlon Union) and Sebastian Coe (President, IAAF – International Association of Athletics Federations) replacing Sergey Bubka (Vice-President, IAAF) and Laurodo Neige (former President, FIB – International Hockey Federation).

ASOIF also received presentations from Los Angeles and Paris about their bids to host the 2024 Games. Ricci Bitti added: “I think we received two excellent presentations and we have got two great candidate cities.”

Reformations for the PyeongChang 2018 Winter Olympic Games came under the spotlight at the Association of International Olympic Winter Sports Federations (AIOWF) meeting at SportAccord Convention.

The Games do not take place until February 2018, but an AIOWF Members held their last General Assembly before the event, they received thorough briefings from key partners, including the Local Organising Committee, the World Anti-Doping Agency (WADA) and the Court of Arbitration for Sport (CAS).

“PyeongChang is the next Games in the programme, so this was a very important presentation and it was clear there is good interaction between the IFs and the Organising Committee,” said AIOWF Secretary General Sarah Lewis told The Daily.

“The IFs are dealing with their own specific sports and requirements, and they will attend the final IOC Coordination Commission meeting in PyeongChang in August. All of the IFs have now held events and some of them have held multiple events. The next phase will be the final roll-out and they are working very closely with the organizers.” AIOWF also received an update from CAS about its procedures for dealing with any doping cases that could arise at PyeongChang 2018. In addition, Members heard from Sir Craig Reedie, President of WADA, as he provided an update on measures being taken to deal with the issues that have emerged in recent years.

The meeting also heard from the Organising Committees responsible for the Winter Youth Olympic Games in Lausanne in 2020 and the 202 Olympic Winter Games in Beijing. The General Assembly was followed by meetings with the International Olympic Committee on topics including sports, Games sustainability, ethics and compliance. Today AIOWF will hold a joint Council meeting with the Association of Summer Olympic International Federations (ASOIF).
Choose legacy first, says Larsen

Danish Athletics Federation Director Jakob Larsen insisted yesterday that host cities must consider the issue of legacy before selecting which event to bid for. Larsen’s City Forum session, entitled “Mass-participation events – prioritising your legacy”, looked at how cities can determine which event outcomes are the most important to their community, partners and stakeholders.

Larsen, a former athlete, said: “As a hurdler, it was all about focusing on the next hurdle, not about the finish line. Legacy is the exact opposite – you need to focus on the finish line and never look at the hurdle in front of you.

“My main message for you is simple: Don’t choose the event and decide about the legacy afterwards. Choose the legacy first, select your event.

Assess which event fits best to fulfil your legacy objective.”

Mass-participation events offer an opportunity for innovation, according to Larsen, who added that organisations must ensure that the rights-holder is satisfied with the outcome. “You need to earn their trust every step of the way to make sure they’re back next year,” he said. “Be patient and don’t be cocky, don’t think it is easy. It takes time to build a credible event.”

The importance of delivering a tailored narrative to the public, media, businesses and politicians was underlined during a City-to-City session at the Convention yesterday. The session, which was organised exclusively for city representatives, focused on how destinations can build public support for an event and ensure a positive legacy.

Melanie Duparc, Coordinator of Smart Cities & Sport, facilitated open discussions following presentations by Stefan Kloos, Technical Lead Consultant for the Munich 2018 and 2022 Candidature Committees for the Winter Olympic Games, and Peter Mikkelmin, CEO of Sport New Zealand.

“It is important to have a different story to tell the different stakeholders,” Duparc told The Daily. “You have to focus on the interests of all involved parties and be able to communicate well to them from the get-go.”

“It’s not just for Olympic cities. There must be a tailored, individual and emotional message for the population.”

The Association of IOC Recognised International Sports Federations (ARISF) is to embark on a major survey of its Members as it prepares to shake up services and strategy for the future.

Central to the organisation’s ambitions is a commitment to partnerships that is being strengthened during a week of high-level discussions at SportAccord Convention.

The development of these partnerships will be shaped by the results of the survey, which the ARISF Council hopes to receive in time for its next meeting in July.

The new-look ARISF Council approved plans for the survey as it met to evaluate the eventful General Assembly held on Monday.

Dr Raffaele Chiulli, who was re-elected unopposed as President at the General Assembly, said the meeting demonstrated significant progress on a number of fronts.

Fang acknowledged that partnerships. Chiulli told The Daily: “All those organisations – the IOC, SportAccord and ARISF – are in the same boat rowing in the same direction, but there is no favourable wind until you know which harbour you are getting to.”

“We need to find out from our Members where we are and where we are going,” John Liljelund, a newly-elected Council Member who responded to the last survey in his capacity as Secretary General of the International Floorball Federation, said the new study will assist ARISF in providing a comprehensive service to the IFs.

He said: “The last survey a few years ago was really satisfying with the 30-page report about the IF organisations, finances and relationships.

“This will go deeper to find out what the IFs really think at all levels.”

BANK OF CALIFORNIA STADIUM

The future home of LA Football Club, LA’s newest Major League Soccer (MLS) franchise, the 22,000-seat open-air Banc of California Stadium will be the centerpiece of a USD $350-million sports complex in Downtown Los Angeles. The two-state-of-the-art facilities – one for soccer and the other for cricket – are expected to attract tens of thousands of fans to the touchline, packed deck and night-time atmosphere.

The stadium, scheduled to debut in 2018...
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uninterrupted viewing… and the power to ensure it happens. We have

You want your event to be remembered for all the right reasons… great

Giving you a
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Yutang, told The Daily that

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Yutang – a Principal Media

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I nspired by the ease of online ordering in everyday life, Anand Anand is trying to persuade more sports to turn to technology to drive their sponsorship deals.

As with many great and successful ideas, the concept is simple. You hop online to order lunch, book a cab and find the love of your life, so why not use the same approach to connect with sponsorship partners?

As a sports agent and entrepreneur, Anand is probing thinking behind it prompted Anand to launch OpenSponsorship in 2014 and that venture in turn led her being selected in the sports category in the Forbes 30 Under 30 Global Prodigies list.

A British-born, Oxford University graduate, Anand became a sports agent between India and England. OpenSponsorship is backed by prominent venture capitalists and angels from San Francisco, New York and Hong Kong, including highly-esteemed accelerator 500 start-ups. OpenSponsorship’s current network includes more than 2,900 rights-holders.

Not surprisingly for someone so committed to entrepreneurship, you will find a lot of Anand’s thinking online, from an interview with Entrepreneur India to her team blogs. She is into sport as a participant and as a businesswoman, passionate about brands including the NFL, San Francisco 49ers and Manchester United, and about sales and strategy. But she will be thinking about every International Federation when she speaks at SportAccord Convention today.

Anand will join David De Boer of Aggrego Major Events, Tom Clark of City Football Group, Fiona Goren of Winners FDD Ltd and Jill Sweeney of the British Olympic Association to discuss ‘Innovation in the Business of Sport’.

The panel will be asked to consider spectator experience and sponsor engagement in a world where digital, data and stadium technology enables sport to do much more. It will ask the question of whether there is a risk of moving too quickly for the fans and Anand will have some direct answers.

She told The Daily: “I will be discussing our innovation and how it applies, especially to Governing Bodies, but also the challenges we have faced working with the International and National Federations due to tight rules, the inability to push down innovation to their members and athletes, and why for everyone to win, technology innovation must be shared between all.”

Anand counters concerns about fan engagement by drawing on comparisons with other online services and communities, and by highlighting the real risk of sponsorship losing out to other brand-building vehicles.

She said: “A total of 15 per cent of all marketing spend goes to sponsorship, yet when you look at the industry of sponsorship versus media, digital or other avenues for spend, you can see that we have really been left behind.

“In the same way that technology has brought change to dating, recruitment, real estate and travel through two-sided marketplaces, we are bringing this to sponsorship.”


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The International Boxing Association (AIBA) has invited bids to host its major events between 2018 and 2021.

The competitions on offer include the 2019 and 2021 Men’s World Boxing Championships, the 2018 and 2019 Women’s World Boxing Championships, and the 2018 Youth Men’s and Women’s World Championships.

From 2019 the Men’s and Women’s World Championships will become aligned in the same year for the first time, providing a clear and direct qualification schedule for the Tokyo 2020 Summer Olympic Games, offering the potential for the two tournaments to combine or complement each other for a single host.

AIBA is currently looking forward to the 2017 Men’s World Boxing Championships, which will take place from August 25 to September 3 in Hamburg, Germany.

The sporting world is under immense pressure to enforce greater transparency, compliance and good governance.

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The Entertainment Capital of the World, Los Angeles rolls out its signature red carpet for global sporting events. A city that can create buzz unlike any other, L.A. is at the epicenter of the sports and entertainment universe. It’s where a combination of talent, hard work and dedication can instantly catapult one into stardom. And with something for every taste and interest, the possibilities in Los Angeles are endless.

Boasting a proud and storied sports heritage, Los Angeles is uniquely positioned to host and produce elite sporting events on the world’s greatest stage. An entertainment industry in every sport. From nearly 100,000 hotelaccommodations, premier hospitality, breathing-taking natural beauty and 300 days of sunshine, Los Angeles is uniquely positioned to host and produce sporting events. The birthplace of modern beach volleyball, Santa Monica Beach harnesses L.A.’s culture of sun, surf, sand and endless summer. The USD 1.350-million Banc of California Stadium (opening 2018) and USD 2.6-billion Los Angeles Stadium at Hollywood Park (opening 2019) will deliver premier fan experiences of the future.

Discover Los Angeles provides personalized service to ensure a seamless experience when hosting any sporting event in L.A. As destination experts, Discover Los Angeles serves as a comprehensive one-stop-shop whose number one priority is to create experiences that are professionally rewarding and personally enjoyable.

Less than a year after its post-Rio launch, the Olympic Channel is building big numbers and also drawing up ambitious plans for the future. Central to its development is the audience at SportAccord Convention, where Mark Parkman, General Manager of the Olympic Channel, has been busy updating International Federations on the project’s progress and collecting feedback for the future. As reported in The Daily yesterday, the Olympic Channel this week signed a major partnership with the International World Games Association to show coverage of The World Games 2017 in Wroclaw, Poland. It is just the latest development for an initiative that is showing signs of significant growth.

“SportAccord Convention is the place to be when it comes to International Federations, as they are the core constituents of the Olympic Family,” he told The Daily. “It is integral for the Olympic Channel to attend this event in our ongoing efforts to update our partners and to coordinate on future planning.”

Parkman points out that the story has moved on significantly since SportAccord Convention 2016. “If you consider where we started from, we are making great strides toward reaching our goals,” he recalled. “At last year’s Convention we had not yet announced any partnerships, nor had we launched the platform.”

The Channel is available in multiple languages and features more than 3,000 hours of content, representing all Olympic sports disciplines and 206 countries. Even before the BWGA deal, the 2016 total of 35 events and 211 live transmissions was set to rocket during 2017 to 198 events and approximately 500 live transmissions across 29 different sports disciplines.

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Even before the BWGA deal, the 2016 total of 35 events and 211 live transmissions was set to rocket during 2017 to 198 events and approximately 500 live transmissions across 29 different sports disciplines. Parkman said: “In addition to developing partnerships with the Federations, we were one of the first sports properties to launch 360 video through our native player. We have launched 25 original series and we began a partnership with NBCUniversal and the USOC to bring a dedicated Olympic Channel experience to the US. “We are very pleased with some of the early metrics, which demonstrate that Olympic Channel content is reaching the highly sought-after and targeted millennial audience. For example, more than 94 per cent of those engaging with Olympic Channel content on Facebook are below the age of 35. “The feedback we’ve received from the IFs has been positive. The Olympic Channel is a tremendous tool and the IFs are using us in a way that is most beneficial to them. Our collaboration with each Federation or organisation is different and these relationships are constantly evolving to complement current efforts and focus on their specific needs.”

Evolution also applies to the wider project, with Parkman promising to help the process of building links between spectators and sports, promoting the participants and supporting the IFs. He said: “The Channel will transform to include more interactivity, more engagement, and trying to get people to build communities around their favourite athletes, sports and activities. This, combined with additional language and localisation options, will allow more opportunities for personalisation. Our content will continue to feature athletes at the heart of our programming, with four pillars of content categories – original programming, live sporting events, news and social. We have started to tell the narrative of PyeongChang 2018, so that throughout the lead-up to the Games, more people will become familiar with the athletes and their stories.”

Opportunities for the IFs range from assistance with archive hosting and digital conversion to distributing existing content to a wider audience for greater benefits. Parkman said: “The goal of our collaborations is to complement the IFs’ current arrangements. Our robust technology enables us to go-block any territory on an event-by-event basis, so we can target in a very specific manner to protect the Federation’s assets. This enhances the existing distribution by offering worldwide exposure, which brings additional value. “We share a common goal: to increase both the size of the audience for their sports and active participation.”

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Meet the Discover Los Angeles team at stand #37 DISCOVERLOSANGELES.COM
One delegate will be toasting his or her luck this afternoon with a bottle of bubbly – all because they simply downloaded SportAccord Convention’s official mobile app!

By yesterday afternoon 890 people had downloaded the app, which is packed full of everything a delegate needs to get around the Convention.

At 4pm today a winner will be selected at random and presented with a bottle of Champagne at the Radisson Blu’s Champagne Bar at the Scandinavian Congress Center. If by 4pm the number of downloads has reached 1,000, the winner will receive a magnum of Champagne. So, if you haven’t downloaded it yet, do so today!

Those who miss out on winning the Champagne can still drown their sorrows, of course, by visiting SportAccord Convention’s Official After Hours Bar, open daily from 19:00-23:30 at the Radisson Blu Scandinavia Hotel.

Whisky Tasting at SportAccord on Wednesday 5th

EventScotland invite you to join us for a wee dram on Wednesday 5th April from 4.30pm onwards. Enjoy some of the finest single cask malts courtesy of the Scottish Malt Whisky Society.

Scotland is the perfect stage for major sporting events and will host a number of world-class events in the coming years including: Total BWF Badminton World Championships 2017, Glasgow 2018 European Championships, European Athletics Indoor Championships, The 2019 Solheim Cup and UEFA EURO 2020.

We look forward to welcoming you at stand 89.