

2010 CONFERENCE : "FROM SPORT EVENT TO CITYWIDE EXPERIENCE"

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CITY events

Where cities meet sport



17-18-19

November 2010

BRUSSELS
BELGIUM

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**CITY EVENTS IS THE FIRST INTERNATIONAL MEETING PLACE
FOR SPORT CITIES AND SPORT ORGANISATIONS.**

Organised by FISU (International University Sports Federation) and GL Events, City Events is the first international conference that brings together cities interested in hosting international sporting competitions as well as international and continental sports organisations looking for ambitious hosts for their events.

In addition, event suppliers and private event owners will be able to make valuable connections.

This year's conference theme "From sport event to citywide experience" aims at strengthening the bond among all these stakeholders to create events that are much more than just sporting competitions, but which are for the benefit of all.

See you soon in Brussels!

George E. Killian
FISU President

Jacques Danger
Package President – GL Events Group



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This year's conference will focus on transforming a sporting event into a citywide event and experience. The three-day conference will target questions such as:

- How can both cities and sports organisations benefit from expanding the event beyond the venue and into the entire cities?
- How can the host city activate its people to broaden the event's audience?
- What are the financial benefits of expanding a sports event citywide, both for the host city and the sport organisation itself?

- How can a host city use a sporting event to improve its national and international brand?

To answer these questions, the program is broken down into four half-day sections : "The Venues", "The People", "The Funds" and "The Brand".

Each theme will provide insight and prompt discussion on how cities can enhance the event they are hosting by integrating their city and citizens to make it a citywide experience.

	WEDNESDAY 17 NOVEMBER 2010	THURSDAY 18 NOVEMBER 2010	FRIDAY 19 NOVEMBER 2010
9:00 - 12:30	Arrival and registration	"The People" Keynote speeches followed by three interactive breakout sessions	"The Brand" Keynote speeches followed by three interactive breakout sessions
12:30 - 14:00		Lunch cocktail	
14:00 - 16:00	"The Venues" Keynote speeches followed by three interactive breakout sessions	"The Funds" Keynote speeches	Cocktail Lunch and Departure
16:00 - 17:30		Speed dating Cities / Sports Organisations	
Evening	Welcome dinner hosted by the City of Brussels	Cocktail dinner at « Château de la Solitude », FISU Headquarters	

Each plenary session for the four sections will feature presentations by top representatives from host cities and international sport organisations, event owners and suppliers.

Each of the sessions will be followed by three breakout sessions. At this time the plenary session speakers will be joined by

other city and sport representatives, allowing the audience to interact with them in smaller groups.

For more information about the program, please visit:

www.cityevents-sport.com

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