

## Conference and Exhibition Programme



<b>Wednesday 3 March 2010</b>	
6pm – 9pm	<b>Informal evening networking and drinks at conference venue.</b>
<b>Thursday 4 March 2010</b>	
8.00 – 9.40	<b>Registration</b> <b>Exhibition opens at 8.00am</b>
9.45	<b>Welcome, introduction and IOC Presentation</b> <ul style="list-style-type: none"> <li>▪ Sir Andrew Cahn, Chief Executive, UK Trade &amp; Investment</li> <li>▪ Sir Craig Reddie, CBE, IOC Executive Board</li> </ul> <b>Q &amp; A</b> Moderator: Peter Mann, Founder Director, pmplegacy
10.15	<b>First plenary session</b> <b>2012 Beacon Authorities and RDAs – best practice 2012 legacy</b> <ul style="list-style-type: none"> <li>▪ Cllr Stephen Castle, Chairman Nations and Regions East and Essex County Council Cabinet Member for Education and the 2012 Games</li> <li>▪ Sheldon Phillips, Head of Major Events, Northwest Regional Development Agency</li> </ul> <b>UK Sport launch of new event impact framework</b> <ul style="list-style-type: none"> <li>▪ Liz Nicholl, COO, UK Sport</li> </ul> <b>Q &amp; A</b> Moderator: Graham Farrant, CEO, pmpgenesis
11.15	<b>Coffee break &amp; visit to the exhibition</b>
11.35	<b>Second plenary session</b> <b>Place branding – using events to raise a city and country's profile</b> <ul style="list-style-type: none"> <li>▪ Greg Clark, OECD LEED (Local Economic and Employment Development) Programme Chair of the LEED Forum on Development Agencies and Investment Strategies and Senior fellow of ULI Europe/India/MEA</li> <li>▪ Rob Holt, CEO, Ryder Cup Wales 2010</li> </ul>

	<p><b>The benefits of bidding</b></p> <ul style="list-style-type: none"> <li>▪ Bob Elphinston, OAM, President FIBA; Member IOC Evaluation Commission (2008,2012); Sports Consultant for BOCOG 2008 and LOCOG 2012; General Manager of Sports for Sydney Olympic Games 2000.</li> <li>▪ Sir Howard Bernstein, Chief Executive, Manchester City Council</li> </ul> <p><b>2016 – the winning legacy story</b></p> <ul style="list-style-type: none"> <li>▪ Mike Lee OBE, Chairman, Vero Communications</li> </ul> <p>Moderator: Cathy Livock, Director of Consulting, pmplegacy</p>
1.05	<p><b>Lunch, networking and visit to the exhibition.</b></p>
2.15	<p><b>Workshops and UKTI networking session</b> (delegates choose one to attend)</p> <p><b>1. Best practice stadia &amp; venue development</b></p> <ul style="list-style-type: none"> <li>▪ John Barrow, Senior Principal, Populous</li> </ul> <p>Facilitator: Robin Thompson, Director, pmplegacy</p> <p><b>2. Best practice legacy planning and implementation case studies</b></p> <ul style="list-style-type: none"> <li>▪ Bob Elphinston, President FIBA, IOC and London 2012 Advisor</li> <li>▪ Debbie Jevans, London Organising Committee of the Olympic Games and Paralympic Games</li> </ul> <p>Facilitator: Cathy Livock, Director of consulting, pmplegacy</p> <p><b>3. The A-Z of Sustainable event management</b></p> <ul style="list-style-type: none"> <li>▪ Anne Hayes, Head of Market Development, Risk and Sustainability, BSI group</li> <li>▪ David Stubbs, Head of Environment, London Organising Committee of the Olympic Games and Paralympic Games</li> </ul> <p>Facilitator: Marcus Kingwell, pmpgenesis</p> <p><b>4. 2012 legacy impact for local authorities and launch of eventIMPACTS - new UK tool for impact measurement</b></p> <ul style="list-style-type: none"> <li>▪ Chris Hespe, Head of Sport, Leisure and 2012 Games, Kent County Council</li> <li>▪ Simon Morton, Head of Events, UK Sport</li> <li>▪ Katy Stevenson, Senior Project Manager, London Development Agency</li> </ul> <p>Facilitator: Shaun Dawson, CEO Lee Valley Regional Park</p> <p><b>5. UKTI 'Making connections' one to one networking session for international delegates and UK companies</b></p> <p>Facilitator: Mark Smith pmplegacy</p>

3.15	<b>Tea and coffee (and room changeover)</b>
3.30	<p><b>Third Plenary Session</b></p> <p><b>Legacy at the heart of London's Olympic Park</b></p> <ul style="list-style-type: none"> <li>▪ Right Honourable Tessa Jowell MP, Minister for the Olympics</li> <li>▪ Andrew Altman, CEO, Olympic Park Legacy Company</li> <li>▪ Bill Hanway, Managing Director, AECOM</li> <li>▪ Mark Reynolds, Deputy Programme Director, CLM Delivery Partner and Deputy Chief Executive, MACE</li> </ul> <p>Moderator: Iain Edmondson, Head of Events for London</p>
4.45	<p><b>Fourth Plenary Session</b></p> <p><b>Engaging with the youth of the world</b></p> <ul style="list-style-type: none"> <li>▪ Alex Chan, Chairman of Singapore Sports Council and Member of the Board of Singapore 2010 Youth Olympic Games Organising Committee</li> <li>▪ Jon Tibbs, Chair, UKTI Global Sports Project Advisory Group and Adviser to the President and CEO of Sochi 2014</li> <li>▪ Debbie Jevans, Director of Sport, London Organising Committee of the Olympic and Paralympic Games</li> </ul> <p>Moderator: Kay Hutchison, CEO, Belle Media</p>
5.30	<p><b>Inspirational closing address</b></p> <p><b>International Inspiration Programme</b></p> <ul style="list-style-type: none"> <li>▪ Sir Keith Mills, Deputy Chair of the London Organising Committee of the Olympic and Paralympic Games and Chair of the International Inspiration Foundation</li> </ul> <p>Moderator: Sue Campbell, Chair UK Sport and Chair, Youth Sports Trust</p>
6.00 - 7.00	<p><b>Networking drinks reception and sponsors welcome by</b></p> <ul style="list-style-type: none"> <li>▪ John Barrow, Senior Principal, Populous</li> </ul>
<b>Friday 5 March 2010</b>	
9.30	<b>Olympic Park Tour - Courtesy of London 2012</b>
9.00, 10.00, 11.00	<p>or</p> <p><b>Olympic Park viewing via 'The Holden Point Viewing Tower'</b></p>