



# GLOBAL SPORTS FORUM-BARCELONA

8-10 March 2010

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## MONDAY, 8 MARCH

**13:30-15:30**

**REGISTRATION**

**15:30-16:00**

**WELCOME SPEECH**

Lucien **BOYER**, General Commissioner, Global Sports Forum Barcelona

**16:00-17:30**

**ONE YEAR OF CRISIS: LESSONS, TRANSITIONS, OPPORTUNITIES**

- Has the sports world reacted differently to the downturn when compared with other businesses? Why/why not? What have we learned?
- Who has been hit hardest by the crisis?
- What opportunities exist as we move forward?

**Moderator - Kevin ROBERTS**, Editorial Director, SportBusiness

**Hans Eric TUIJT**, Brand Activation Projects Manager, Heineken International

**Kathie VU**, Vice President Corporate Partnerships, Ladies Professional Golf Association

**John PARK**, Head of Sports Marketing, INNOCEAN Worldwide Europe

**David BUTLER**, Managing Director, Loxley & Co.

**Francis MERLIN**, Consultant on sports betting

**17:45-18:15**

**OFFICIAL OPENING**

**Jordi HEREU**, Mayor of Barcelona

**Alfonso RODÉS VILÀ**, CEO, Havas Media

**José MONTILLA**, President, Generalitat de Catalunya

**Donna DE VARONA**, Founder of the Women's Sports Foundation

**18:15-19:30**

**CAN SPORT MEET THE NEW DEMANDS OF CITIES?**

- At a time when cities are having to adapt to a harsh economic climate, what contribution can sport make?
- How can sport respond to the challenges posed by education, public health, business creation and town planning?
- Sport as a means to revitalise local culture and pride

**Moderator: Marius CAROL**, Journalist and Author



**Carles MARTÍ**, First Deputy Mayor, City of Barcelona  
**Laurent LACHAUX**, Sales and Marketing Director, Amaury Sport Organisation (A.S.O)  
**Jin Teik OON**, CEO, Singapore Sports Council  
**Steve McCONAHEY**, Chairman, Denver Sports Commission  
**Juan Antonio SAMARANCH Jr**, IOC member

**19:30-20:00**

**WELCOME DRINK**

**20:00-21:15**

**THE FILM "THE REFEREES"** – *with the support of UEFA*



## TUESDAY, 9 MARCH

**9:15-10:30**

### THE SOUTH AS THE NEW FRONTIER OF SPORT

- South Africa 2010, Brazil 2014, Rio 2016: more than a business, sport and its potential to benefit communities
- How much of a boost will these events provide for the host nations in international and political terms?
- Towards new political and business alliances between emerging sporting nations

**Moderator - Kevin ROBERTS**, Editorial Director, SportBusiness

**Issa HAYATOU**, FIFA Vice President, President Confédération Africaine de Football (CAF)

**Poul HANSEN**, Head of Office on Sport for Development and Peace, United Nations

**Harold MAYNE-NICHOLLS**, President of the Chilean Football Association

**10:30-11:30**

### NETWORKING TIME (SPECIAL EVENTS)

#### - 'OLYMPAFRICA'

**Thierno DIAK**, Director, Olympafrica

**SEBASTIAN KARRER**, CEO, Polytan Group

#### - 'WORLDWIDE SPORT TV PERFORMANCES'

**JACQUES BRAUN**, Executive Director of Eurodata

**11:30-12:45**

### SPORT AND FAITH

- What role, if any, should religious beliefs and customs play in sport?
- Can faith help to improve performance?

**Moderator - Diego CARCEDO**, President of the European Association of Journalists

**Mark DOWD**, Writer and Broadcaster

**Tomeu CATALÁ**, President "Project Home Balears"

**Hicham El GUERROUJ**, Moroccan Olympic Champion in Athletics, Member of the IOC Athlete's Commission – TBC

**John NABER**, American Olympic Gold Medallist in swimming

### LET THE SHOW BEGIN: SPORT, ART AND ENTERTAINMENT

- Are the lines between sport and entertainment increasingly blurred? How can these two areas be best combined?
- Is sportainment an opportunity to attract new consumers?
- Is sport a source of inspiration for artists?

**Moderator: Ad MAATJENS**, Chief Editor, Sponsor Tribune

**Jacques SÉGUÉLA**, Vice President and Chief Creative Officer, Havas

**Francis GABET**, Director of the Olympic Museum



**John CARLIN**, Journalist and Writer  
**Vicenç VILLATORO**, Author  
**Javier HERRERO-VELARDE**, Marketing Director, Grupo Mahou-San Miguel

**12:45-14:15**

**LUNCH**

**14:30-15:45**

**AFTER COPENHAGEN, THE ESSENTIAL NEED FOR SPORT TO GO GREEN**

- How to optimize the impact of sport on the environment?
- Sport as a means to raise public awareness of sustainable development
- The need for brands to factor in environmental concerns when it comes to their sponsorship strategies

**Moderator - Stéphane LATXAGUE**, Executive Director, Surfrider Foundation Europe

**Tony ESTANGUET**, French Double Olympic, World and Europe Champion in Slalom Canoeing  
**Olivier CANTET**, CEO, Rip Curl International, Rip Curl Foundation  
**Sergey TSYPLENKOV**, Executive Director, Greenpeace Russia  
**David CRAWFORD**, Member of the Board of Directors, Clean Air Champions, Canada  
**Sergio MELLO**, Founding Director of BRASIL 1

**15:45-16:45**

**NETWORKING TIME (SPECIAL EVENTS)**

**- 1 GOAL INITIATIVE**

**Rupert E. DANIELS**, Head of content, 1 Goal

**- 'THE SURFRIDER FOUNDATION'**

**Nathalie VAN DEN BROECK**, Coordinator of the Mediterranean Laboratory, Surfrider Foundation

**16:45-18:00**

**MY BODY, MY TEMPLE**

- How to protect the physical and mental health of athletes?
- Technology as a means to improve performance and health: A fair advantage?
- Ethics in sport: The opportunities and limitations of genetics in improving performance

**Moderator: Gabriele MARCOTTI**, Journalist, Contributor to the Times' podcast

**Raffaele GUARINIELLO**, Public Prosecutor at State Prosecution Office at Turin's Court  
**Daniel LOCKNEY**, NASA Expert  
**Jonah LOMU**, New Zealander International rugby player  
**Gary HALL Jr**, American Olympic Gold medallist in swimming  
**Jérôme SILVESTRE**, CEO, Sanofi Aventis Spain  
**Witness: Dr. Maxime E. BUYCKX**, Director, Health and Wellness Programs, The Coca-Cola Company

**SPORT AS FORCE FOR SOCIAL EQUALITY**



- Can sport overcome social and economic barriers?
- What role does sport play in reaching out to marginalised groups and communities?
- A recent emphasis on sport's contribution to education

**Moderator - Simon CHADWICK**, Professor, Founder and Director of Centre for the International Business of Sport, Coventry University

**Paul MEULENDIJK**, Head of Sponsorship MasterCard Europe, MasterCard Worldwide

**John MAGUIRE**, Sr. VP Corporate Partnerships, New York Giants

**Evelio ACEVEDO**, Corporate Responsibility Director, Head of Barclays Foundation, Barclays Spain

**Todd BEANE**, International Director, Johan Cruyff Institute

**Christophe LACHNITT**, Head of communications, DCNS Group

**Witness: Joël BOUZOU**, President and Founder, Peace and Sport

**20:00-23:00**

**OFFICIAL DINNER AND GLOBAL SPORTS FORUM TROPHIES CEREMONY**

**[TEATRE NACIONAL DE CATALUNYA]**



## WEDNESDAY, 10 MARCH

**9:15-10:30**

### MAJOR SPORTING EVENTS: FROM BID TO LEGACY

- Making the dream a reality: the behind-the-scenes work involved in a bid
- How to plan for a legacy well in advance?
- What benefits are there for local stakeholders? What do they get for their money?

**Moderator - Phil SAVAGE**, Publishing Director, SportBusiness

**Bernard LAPASSET**, President, International Rugby Board

**Philip BEARD**, Former Marketing and Sponsorship Director of LOCOG, current board member and trustee of International Inspiration

**Andisa NTSUBANE**, Head: Africa & Global Sponsorships at the Standard Bank Group

**Paul ELLIOTT**, England 2018 Board Member

**Pere ALCOBER**, Sports Representative for Barcelona City Council

**10:30-11:30**

### NETWORKING TIME (SPECIAL EVENTS)

- "AFRICA'S TIME IS HERE"

**Andisa NTSUBANE**, Head: Africa & Global Sponsorships at the Standard Bank Group

- 'MAKE YOUR PASSION YOUR PROFESSION'

**Xavi CRESPO**, Academic Director of the Johan Cruyff Institute of Sport Studies of Barcelona

**11:30-12:45**

### SPORT AS A FORCE FOR GOOD: A CHALLENGE FOR ALL STAKEHOLDERS

- Is sport an effective means to reach philanthropic goals?
- When brands and NGOs use sportspeople as leverage

**Moderator: Amir DOSSAL**, Executive Director, ONU Office for Partnerships

**Ron PUNDAK**, General Director, Peres Center for Peace

**Kate BURT**, National Director for UK, Right to play

**Rupert E. DANIELS**, Head of content, 1Goal

**Iñaki URDANGARIN LIEBAERT**, Chairman, Telefónica International USA Inc, Spanish Olympic Champion in handball

### NEW TIMES, NEW REGULATIONS?

- Financial fair play: a sustainable approach?
- Who wields real power in sports governance?
- Should sporting institutions maintain their extra-territorial status?

**Moderator: Phil SAVAGE**, Publishing Director, SportBusiness

**Sandro ROSELL**, CEO, Bonus Sport Marketing

**Lassana PALENFO**, President of ACNOA & Olympic Committee of Ivory Coast

**Philippe BERTRAND**, Journalist, Les Echos



**Albert SOLER**, Sports General Director, High Council for Sport, Spain

**Witness: Julian JAPPERT**, Founding member and director of the *Sport et Citoyenneté* association

**12:45-14:15**

**LUNCH**

**14:30-15:45**

**SPORT IN THE DIGITAL AGE: CONSUMERS TAKE CONTROL**

- New technologies, new media: towards better quality and more diversified content
- The consequences for the business model and governance of sport
- The live experience: the magic of sports
- Social networks: a threat or opportunity for sport and its stakeholders?

**Moderator: Qiang YAN**, Vice President, Titan Media and Titan Sports

**Emmanuel SEUGÉ**, Group Director Worldwide Sports & Entertainment Marketing, The Coca-Cola Company

**Jorge CLARO MIMICA**, Founder, Canal del Fútbol in Chile

**Alexandre MICHELIN**, Executive Producer, MSN.fr, Microsoft

**Claude RUIBAL**, CEO, Universal Sports

**Laurent-Eric LE LAY**, President, Eurosport

**Witness: Mike MATHIESON**, CEO Cake

**REACHING OUT TO THE YOUTH: THE FUTURE OF SPORT**

- State of the art: what do we know about the sport practices and preferences of our youth?
- Off the field of play: are video games the new choice of leisure of the younger generations? Making the choice between virtual and real sport
- The Youth Olympic Games and X-Games: Sport's second coming?

**Moderator: Carme BARCELÓ**, Press manager, DiR

**Carlos HOMEDES**, CEO, Nike Iberia

**Jarrold HOWELL**, Director, Business Development Corporate Alliances, Global, The Walt Disney Company

**David GOSEN**, Vice President, Interactive Entertainment Business, Strategic Marketing, Microsoft

**John CONSTANTINOU**, Head of Global Sponsorships & Partnerships, Orange Group

**16:00-17:00**

**CONCLUDING REMARKS**

**Lucien BOYER**, General Commissioner, Global Sports Forum Barcelona

**Fernando RODÉS VILÀ**, CEO, Havas

**Juan Antonio SAMARANCH**, Honorary President, IOC

**Jaime LISSAVETZKY**, Secretary of State for Sport, Spain

**Special guest: Evans LESCOUFLAIR**, Minister of Youth, Sport and Civic Action, Haiti



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