A SUMMIT FOR SHARING AND LEARNING

The SportAccord Convention in London is the ninth edition of the event and the first to take place in the UK, ancestral home of so many of the world’s sports. “We are delighted with the enthusiastic response to holding this event in London,” SportAccord Convention Chairman Hein Verbruggen said as the doors opened yesterday. “The theme of our conference this week, Why Sport Matters, is especially resonant here. Britain was a pioneer in creating organised sport and London is investing enormous energy in hosting the Olympic and Paralympic Games next year because sport matters today more than ever.”

This is the second time that the SportAccord Convention takes place in the host city of the Games one year in advance. The 2007 edition was in Beijing. “The SportAccord Convention serves a purpose in the preparations for the Olympic and Paralympic Games,” said Verbruggen, who was Chairman of the Coordination Commission for the 2008 Beijing Games. “Our Convention is by no means only about those Games or the sports they include. It is a summit of world sport, bringing together the whole range of sports, in an atmosphere of sharing and learning.”

Verbruggen, who is also president of the SportAccord umbrella association of international federations (with more than 100 member organisations), said: “One of the main objectives of the SportAccord Convention is to help the federations connect with cities around the world that are potential hosts of their world championships and other events. Being here in London will give them a unique opportunity to see more of what London and the UK have to offer.”

He added: “London is also an important hub of the business of global sport, of course, and that will add a special buzz to the proceedings.”

WORLD LEADERS OF SPORT GATHER IN LONDON

The leaders of world sport have gathered in London for the SportAccord Convention – and it is set to be the best ever, with a galaxy of major names attending.

Against a back-drop of preparations for the London 2012 Olympic Games, a formidable line-up of speakers from the world of sport, politics and business has been assembled for six action-packed days. The official opening of the convention will be carried out by Mayor of London Boris Johnson.

“London will deliver a tremendous SportAccord Convention and one which will give all the International Olympic Bodies and Sports Federations a chance to really see what London has in store for 2012,” Johnson told the convention Daily. “This is an event which is all about the global sports business industry joining together, developing relationships, learning more and moving forward as a global industry. For London, the SportAccord Convention presents a unique opportunity to build relationships with decision-makers and position London as a long-term partner of the global sports movement.”

Lord Coe, Chairman of London 2012, will use the SportAccord Convention stage to update delegates on progress towards delivering the Olympic Games next year. He will speak of the challenges he and his team face in delivering the London Games and how they have been overcome. Chairing the convention will be Lord Digby Jones of Penrith, former British government minister and passionate advocate of British business and trade.

The convention organisers have scored a coup in attracting the head of Global Partnerships for Coca Cola, Scott McCune, who will share some of the secrets of how his firm approaches partnering.

From the sporting world, former New Zealand Rugby Union superstar Jonah Lomu will be present, along with UK athlete Dame Kelly Holmes. Also attending the event are two high profile bosses of English Premier League soccer clubs – Peter Kenyon and Karen Brady.

“We believe we have put together an outstanding line-up of speakers to help address a range of critical issues,” said SportAccord Convention Chairman Hein Verbruggen.

TOMORROW

Tuesday April 5...

- LawAccord 09:00-12:00
  Park Plaza County Hall
- City Forum 13:00-17:00
  Debating Chamber of London’s County Hall
- SportAccord Opening Ceremony 02 Arena at 20:00
  (departure will start at 18:00)

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“Hein Verbruggen at the inaugural Combat Games

Boris Johnson

“The profile of sport in the world has never been higher and that means that its guardians have a special duty to address the issues facing us.”

“The SportAccord Convention 2011 will, I believe, set new standards for our annual event. And with just over a year to go before the London Olympics, we are perfectly positioned to get a briefing from the ‘front line.’”
INFOSTRADA SPORTS’ FACT OF THE DAY
Canada or Scotland have been crowned world champions in the last six Men’s World Curling Championships. Four of the last six finals have been between the two nations.
Follow us at http://twitter.com/infrastradalive

FOLLOW EVENTS ON TWITTER
Delegates at the SportAccord Convention, and anyone else around the world interested in sports decision-making will be able to follow events this week on Twitter. Our Twitter feed can be accessed by going to Twitter.com/saconvention When tweeting use the official event hash tag #SACon

GOLD SPONSORS

HOST PARTNERS

THE SPORTACCORD DAILY TEAM
The SportAccord Daily is produced on behalf of the organisers by Trident Communications.

Editor : Mike Martin
Production Editor : Rick Haden
Photographer : Liam Ritson
Printed by : Manson Group

If you have a story to tell at the SportAccord convention then the SportAccord Daily wants to hear from you. The newspaper will be published every day this week and circulated at the event. It’s your event newspaper, so let us know what your organisation is doing. The daily team is located in the Media Centre on the 15th floor of the hotel. Drop in or call Mike Martin on 07385 116676.

HOLLAND – SMALL IS BEAUTIFUL FOR EVENTS
Holland may be a small country, but when it comes to delivering world class events it punches well above its weight, according to Andre Bolhuis, President, Dutch Olympic Committee*Dutch Sports Federation (NOC*NSF).

“Holland has great ambitions and wants the international sporting community to benefit from what the country has to offer: its international accessibility, its compact size, its smart infrastructure and proven organisational expertise,” said Bolhuis.

“Holland Moves is powered by NOC*NSF and the Netherlands Board of Tourism and Conventions. It brings together many parties involved in hosting international events in Holland. Through this co-operation we can offer International and European Federation the best possible match for International events in Holland.”

“Holland has a convincing track record of international events. Recently it hosted such great events as the 2010 FIG World Championships Artistic Gymnastics in Rotterdam, the 2010 IPC Swimming World Championships Eindhoven and the start of both the Tour de France as the Giro d’Italia.”

Bolhuis said that the SportAccord Convention offers a “unique setting” to touch base with the international sporting community.

“The main objective for participating in SportAccord Convention is to meet up with the international sports community, to learn about current themes on the international sports agenda and to exchange ideas and expertise.”

Holland already has a busy events agenda for the near future, including the 2014 FIH Men’s and Women’s World Cups Hockey (The Hague), the 2012 UCI Road World Championships Cycling in the province of Limburg and the 2014 FISA World Championship Rowing in Amsterdam.

“Holland is well equipped and delivers perfectly organised events, creating a wonderful Orange atmosphere on site and offering athletes and their federations a stage to perform successfully. Our assets as a host are not just our strong sports infrastructure and renowned organisational skills. There is much more. Important aspects such as safety and security and environmental issues have our full attention and we are applying new ways of coverage by modern media.”

Powerful new Events Sector Partnership Announced
One of the event sector’s leading planning and delivery organisations has teamed up with a global property and construction company to offer a unique ‘one stop shop’ for event hosts.

Event Planning Group has entered into a joint venture with consultancy firm Rider Levet Bucknall to offer comprehensive major event planning and delivery services alongside extensive cost and project management support for stadium and infrastructure development.

The combined resources and expertise of the two companies provides an attractive turnkey solution for bidding cities, organising committees and national associations, with the ability to work with one company from initial conception, including assistance with bids and legacy planning, through to the delivery of facilities, infrastructure and event services and operations.

Lance Taylor, chief executive of Rider Levet Bucknall, said: “The Event Planning Group and Rider Levet Bucknall partnership allows us to present a totally unique and powerful package. The Event Planning Group team includes some of the major event industry’s leading experts in the planning and delivery of temporary overlay, along with event services, venue management and operations expertise.

“Event Planning Group has the highly specialist skills and experience required to support Local Organising Committees and Bid Cities in their events and can combine that with Rider Levet Bucknall’s cost management, health and safety, procurement and other advisory services – it is a powerful proposition for our clients”

Rider Levet Bucknall has 100 offices across the globe, something which Event Planning Group’s chairman Morris Nutbeam argues is key to the service offer.

He said: “With Rider Levet Bucknall’s global reach we are able to deliver our services through local offices, supported by the international resources of the firm and Event Planning Group’s event delivery team. In many cases we train and use local people alongside our international staff, leaving a valuable skills legacy for every city and country we work in.”

Photographer: Alan Dron, Brendan Gallagher, Tom Billinghamurst.
SPORTACCORD'S DDFSU TO TARGET NEW FEDERATIONS

Having signed the first anti-doping service contract with the International Fencing Federation (FIE) this March, the SportAccord Doping-Free Sport Unit is about to extend its services to other federations.

Hein Verbruggen, President of SportAccord said: “One of SportAccord’s main objectives is to support our Members. We are happy if we can offer our help in areas of concern.

“We are looking forward to these new collaborations and we are encouraged by the trust the Federations have in us. Anti-Doping is a sensitive matter and we will, of course, always comply with their Anti-Doping Rules in force and will strictly respect confidentiality.”

The FIE was the first SportAccord Member that decided to outsource the administration of its anti-doping programme and to sign a contract with SportAccord on the provision of such services.

“Although Fencing is considered as a sport at low risk, this collaboration will definitely help our organisation benefit from a specific expertise, reduce costs as well as optimise our efforts in keeping Fencing clean,” says Maxim Paramonov, Secretary General of the FIE, about the benefits of this agreement.

SportAccord will provide a number of customised services to the federations. In close collaboration with the federations we analyse their needs and develop a tailored service package,” says Françoise Dagouret, Manager Doping-Free Sport Unit at SportAccord.

In the case of FIE, SportAccord will liaise directly with the Fencers registered in the FIE testing pool and give advice on how to provide whereabouts information through ADAMS, the web-based Anti-Doping Administration and Management System of WADA.

GLASGOW LAUNCHES “GUARANTEE” FOR EVENTS

Organisers of major sporting events who are considering Glasgow as a destination are being promised “exceptional” support by city officials.

Glasgow's Strategic Major Events Forum (SMEF) has launched a dedicated Major Events Charter – the first of its kind in the UK – which guarantees unrivalled city support for organisers across all aspects of their event planning.

Founded a little over five years ago, SMEF is a partnership between all of Glasgow's main public agencies and the private sector. Its remit is to develop the city as a first-choice major event destination in the global marketplace with a focus on driving visitor numbers and tourism spend.

In the last financial year, more than 460,000 people attended major events held in Glasgow – including the 14th annual International Gymnastics Grand Prix – which generated over £28 million in economic benefit for the city.

Councillor Gordon Matheson, Leader of Glasgow City Council and Chair of Glasgow City Marketing Bureau, said: “The city has added another significant string to its bow through the creation of the Major Events Charter, which provides peace of mind for events organisers and guarantees that not only will choosing Glasgow ensure success; it will also enhance their brand on the global stage.”

ASOIF GATHERING LOOKS TO PACKED AGENDA

Convention week gets off to a flying start today with important gatherings of sporting associations.

Leading the way is the Association of Summer Olympic International Federations (ASOIF) which will be looking at the scope for cost-reduction in anti-doping work, moving ahead on technology and holding elections.

“It is a significant General Assembly because we have new projects for approval and recommendations to WADA,” said Andrew Ryan, ASOIF Director. “In addition, there are new groups for revenue distribution to be discussed.”

In addition to the General Assembly, this is an important week for ASOIF, with the launch of a new website scheduled to go live during convention week.

“In order to be more effective and to cope with a growing workload with a small administration, ASOIF has decided to invest in technology to be more productive,” said Ryan. “The new website has been launched to provide better communications and information for our Members.”

On today’s ASOIF General Assembly meeting is a discussion and a move to approve the planned Athlete Info System (AIS).

The aim is to develop a common shared data platform across international sporting associations to provide a permanent biography system for elite athletes competing in major events. It would ensure that each federation had full control of the identity of its own competing athletes and provide a single verifiable central database of competing athletes for broadcasters, event organisers, press agencies, websites and mobile operators and eventually multi-sports games including the Olympic Games.

The gathering will also call upon anti-doping agency WADA to investigate anomalies in the cost of drug testing between different federations and seek ways to reduce costs.

Research has highlighted the differences in approach by federations and the different costs incurred. For example the average cost per test of the 20,192 tests financed by the federations in 2009 was $825. However, for one federation, with a comprehensive anti-doping programme, the average cost was significantly lower.

The gathering will conclude with elections to the ASOIF Council. Candidates for election are Patrick Baumann (FIBA), Marius Casals (ITU), Uğur Erdener (FITA), Bruno Grandi (FIG), Bernard Lapasset (IRB) and Hassan Moustafa (IHF).

Conventions continue with the Leaders’ Forum on Wednesday, the Winter Olympic International Federations (WOIF) on Thursday and the General Assembly of the International Paralympic Committee (IPC) on Friday.

ASOIF delegates are also meeting with the Chief Executive of SportAccord, Hassan Moustafa, to discuss areas of potential co-operation.”

The gathering will conclude with the election of the ASOIF Council. Candidates for election are Patrick Baumann (FIBA), Marius Casals (ITU), Uğur Erdener (FITA), Bruno Grandi (FIG), Bernard Lapasset (IRB) and Hassan Moustafa (IHF).
Stockholm, Gothenburg, Malmö, Jämtland/Härjedalen and the Swedish Sports Confederation have joined forces to market Sweden as the preferred choice for major sports events in the international arena.

The venture is called Sweet Spot Sweden, and the first step is taking part in the SportAccord convention in London.

“It’s hard to beat a successful sports event as an opportunity for showcasing a country, its sports movement, cities and regions,” said Karin Mattsson Weijber, President of the Swedish Sports Confederation.

“Sports events attract visitors who spend both time and money on site, and they often return. Many cities and countries have realised this and have increased their efforts to secure championships and tournaments.

“The competition has, in other words, toughened.”

The response in Sweden was for Stockholm, Gothenburg, Malmö and Jämtland/Härjedalen together with the Swedish Sports Confederation to join forces instead of competing with one another.

The venture is called Sweet Spot Sweden and aims to feature Sweden as a great organizer of major sports events, said Weijber.

“We want to focus on what makes Swedish sports so successful – the ability to build a winning team. This time, the prize is in the form of securing major international sports events. This is why we have chosen to present and be active at the world’s largest and most important forum for sports events: SportAccord Convention in 2011 and 2012.”

She added that the different Swedish sports federations have a good track record of organising World and European Championships and other international events.

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The response in Sweden was for Stockholm, Gothenburg, Mål...
WORKING TOWARDS A SUSTAINABLE CONVENTION

With sport enjoying its highest profile in history, the SportAccord Convention, which opens in London today, has a packed and exciting agenda – but a sustainable one, according to Anna Hellman, SportAccord Executive Director.

"The restructure of the convention is such that delegates are able to get through a huge amount of business in a very hectic schedule," she said. "People save a lot of time and money by using the convention for meetings which otherwise would mean them traveling all over the world."

She added: "Before the SportAccord Convention was created, the three associations had their own separate meetings in different places and at different times.

"By bringing them together we have created much more efficient and sustainable model where we can address the critical issues in sport. It's the ideal networking platform for sport."

The highly successful formula means that once again the event – this year themed "Why Sport Matters" - was sold out well in advance and is for the next five years. Attendance is just over 1,650, once again more than the self-imposed "cap" of 1,500 delegates.

"We have gone over our limit as we did at Dubai, but not excessively so," said Anna. "We have a limit partly because we try to use large hotels to accommodate people but also because if it got much bigger you would lose some of the effectiveness of the event, that exclusive networking environment."

Taking place in London which hosts the Olympic Games next year, the SportAccord Convention has a packed agenda, from the association gatherings early in the week to the convention conference later.

The City Forum runs on Tuesday, as does Law Accord, the gathering to debate legal issues which has been brought back by popular demand.

Conference delegates will explore a range of key issues under the conference banner of "Why Sport Matters." They include "What sport can learn from the Banking Crisis" and "Are sporting heroes dead?"

A discussion entitled "In the Hot Seat" will examine preparations for the 2012 Summer Olympic and Paralympic Games in London. Also on the programme will be sessions on "Why Sport Matters to the Entertainment Industry" and Brazil's new prominence as host nation of both the 2014 FIFA World Cup and the Games of the XXXI Olympiad.

Among the sporting leaders and political and business figures at the SportAccord Convention, being held at the Park Plaza Westminster Bridge Hotel, will be representatives of dozens of cities, either bidding to host sporting events or wanting to know more about the art of putting together winning bids.

A major theme of the week is "How do cities win bids for big sports events?"

Said Anna: "This is a very important feature of the SportAccord Convention, where city representatives can network and learn the art of winning bids."

When it comes to attracting cities keen to host major events, The SportAccord Convention is major target, according to Anna.

"We are incredibly spoiled in terms of cities that are keen to host the convention," she said. "We tend to get around five cities bidding for each annual event. Ours is a complex event with very specific requirements so not every city works for us."

Anna revealed that, in line with the trend of federations to stage major events outside of the traditional centres of Europe and the USA, the SportAccord Convention beyond next year's event in Quebec will be entering new territory. "We are talking to cities in Australia, Africa and South America," she said.

The London event will once again feature a special reception for first time delegates. The ice-breaker cocktail reception is this evening. ■

FROM SYDNEY 2000 TO THE WORLD

The Sydney Olympics in 2000 saw the world flock to Australia. Now, a decade later, the organisational expertise developed at the event is being exported to the world.

The Australian International Sporting Events Secretariat (AISES) has teamed with Austrade to mount an exhibition at the SportAccord Convention to profile the country’s capability not just in hosting major sports events but helping others around the world to do the same.


"The winning formula in all the events we featured was the Sydney 2000 Olympic and Paralympic Games which are still regarded as having set ‘the’ benchmark and engender much admiration for their excellent planning, management and presentation,” said Eric Winton Project Director, AISES.

“Sydney was truly memorable. Many of the companies that developed their skills in Sydney have pursued international opportunities and successfully established their individual reputations and a collective Australian reputation for excellence, creativity and dependability.”
DAILY NEWS

A GREAT YEAR – AND THE BEST TO COME

Exhibitor Singapore Sports Council (SSC) is at the SportAccord Convention after a landmark year which saw the island state host the first Youth Olympic Games and work begin on its futuristic Sports Hub.

Lim said that he and his team were at SportAccord with something useful for our business.”

“We already have an island-wide network of sports medicine clinics, and the Singapore Sports Institute, managed by the High Performance Group at SSC, will work in partnership with both local and international organisations to pioneer best practices in athlete training and development.

“Moreover, the ITTF has committed to holding more world-class table tennis tournaments in Singapore as part of its investment in the city,” he said.

Lim said that the SSC also intends to strengthen Singapore’s role as a centre of excellence for sports medicine and science in the region.

He added: “In many respects, we have become the leading market for launching new events, because rights owners know that we will deliver premium service, originality, value and relevance.”

Lim said that the SSC also intends to open in April 2014, will have a venue unlike any other in the world, said Lim.

It is designed as an integrated land-water sports facility, capable of hosting world-class events in athletics, cricket, football, rugby at the National Stadium and swimming, water polo, canoeing and dragon boating, at the aquatics and water centres.

FIBA UNVEILS OLYMPICS QUALIFYING PROCESS

After resolving the issue of Britain’s basketball teams’ qualification for the London 2012 Olympic basketball, FIBA has announced details of the qualifying process for the tournaments.

A meeting of the FIBA Central Board in March granted automatic qualification for Britain’s men’s and women’s teams, a move greeted with relief and excitement in Britain.

With the issue resolved, the federation has revealed the qualifying process in the run-up to the London Games.

The tournaments will see 12 teams take part in the Olympic basketball tournaments for men and women. Check the boxes for details of the qualification process.

MEN’S TOURNAMENT

1 place for the host nation (GB)*
1 place for the FIBA World Champion (USA)
2 places for FIBA Americas (2011 FIBA Americas Championship winner and runner-up)
2 places for FIBA Europe (2011 EuroBasket winner and runner-up)
1 place for FIBA Africa (2011 FIBA Africa Championship winner)
1 place for FIBA Asia (2011 FIBA Asia Championship winner)
1 place for FIBA Oceania (2011 FIBA Oceania Championship winner)
3 or 4 places through Olympic Qualifying Tournaments*

Qualify for Olympic Qualifying tournament

4 places for FIBA Europe (2011 EuroBasket ranks 3-6)
3 places for FIBA Americas (2011 FIBA Americas Championship ranks 3-5)
2 places for FIBA Africa (2011 FIBA Africa Championship ranks 2-3)
2 places for FIBA Asia (2011 FIBA Asia Championship ranks 2-3)
1 place for FIBA Oceania (2011 FIBA Oceania Championship runner-up)

WOMEN’S TOURNAMENT

1 place for the host nation†
1 place for the FIBA World Champion (USA)
1 place for FIBA Americas (2011 FIBA Americas Championship winner)
1 place for FIBA Europe (2011 EuroBasket winner)
1 place for FIBA Africa (2011 FIBA Africa Championship winner)
1 place for FIBA Asia (2011 FIBA Asia Championship winner)
1 place for FIBA Oceania (2011 FIBA Oceania Championship winner)
5 or 6 places through Olympic Qualifying Tournament‡

Qualify for Olympic Qualifying tournament

4 places for FIBA Europe (2011 EuroBasket ranks 2-5)
3 places for FIBA Americas (2011 FIBA Americas Championship ranks 2-4)
2 places for FIBA Africa (2011 FIBA Africa Championship ranks 2-3)
2 places for FIBA Asia (2011 FIBA Asia Championship ranks 2-3)
1 place for FIBA Oceania (2011 FIBA Oceania Championship runner-up)
During the SportAccord Convention, delegates are encouraged to support the Earthquake Relief Fund to help with the sports-related recovery process in north-east Japan and Christchurch, New Zealand. There is a large vase in the lobby of the hotel where you can deposit your contributions. An online link will also be sent to delegates after the Convention to enable them to contribute. The International Olympic Committee will determine which projects are to receive the funds and the money will be then transferred directly to them or to the Japanese and New Zealand NOCs. Thank you for your generous help.

The hotel chosen for this year’s SportAccord Convention is not just an excellent venue for the event – it has a lot to teach anyone interested in the critical issue of sustainability or the challenges of project management.

Opened just over a year ago, the Park Plaza Westminster Bridge is packed with features that add up to the latest thinking on environmentally-friendly design.

“The hotel has a strong focus on environmental efforts and recently was acknowledged with a Gold Award from the Green Tourism Business Scheme, which is the U.K.’s sustainable tourism certification scheme,” said Andrew Swindells, General Manager. “Our efforts have focused primarily on energy efficiency, water use and recycling.”

At the heart of the philosophy is an energy management system designed to significantly reduce the amount of energy the hotel draws from the electrical grid. The system includes a BioMass boiler that uses sustainable wood pellets to generate guest room heating and hot water, a combined Heat and Power Unit that uses natural gas and creates hot water.

The hot water is then used by the hotel’s absorption chiller, which cools water for the hotel’s air conditioning system much more effectively than traditional chillers.

“We also have many water-saving devices in place, including low-water use toilets, showers and taps,” said Swindells. “One of our most innovative efforts is an on-site water-bottling plant that produces about a million bottles of purified, triple-filtered water each year. This provides a significant reduction in carbon emissions by saving on transport of water deliveries and reducing the amount of disposable water bottles on site.”

Other features include triple-glazed windows, sensors that monitor movement and switch off electricity when its not needed, use of grey water for outdoor plants, and recycling – glass, paper, cardboard, plastic and metals.

The development of the 1,020-room hotel itself is of interest to anyone attending the SportAccord Convention and who is faced with managing a complex project.

There were numerous complexities about building a hotel of this scale at this location. It has a relatively small footprint in a busy location with residents and businesses in very close proximity.

The build time was trimmed by a year by the use of innovative and efficient construction methods to complete the construction programme in just two and a half years. A “top-down” method of construction was employed, which allowed the excavation of basement levels to take place simultaneously with the installation of the upper floor slabs.

More than 40,000 cubic metres of earth was removed from the site and at the peak of construction, there were more than 600 workers on site.

Innovative engineering was needed for one of the hotel’s most notable design features - the day-lit, V-shaped atrium spanning 14 floors. The open space was created by setting two giant steel Vierendeel trusses at an angle. It is from these trusses that the 2nd - 13th floors of the hotel hang.

“Anyone looking carefully at this project will see lessons in planning and flexibility,” said Swindells. “Having a detailed plan such as a critical path is key in a project as large and complex as this, but you also have to be flexible and adaptable because the plan will change. The other lesson would be simply: get a great team.”

Andrew Swindells

HELPING TO REBUILD SPORT

During the SportAccord Convention, delegates are encouraged to support the Earthquake Relief Fund to help with the sports-related recovery process in north-east Japan and Christchurch, New Zealand. There is a large vase in the lobby of the hotel where you can deposit your contributions. An online link will also be sent to delegates after the Convention to enable them to contribute. The International Olympic Committee will determine which projects are to receive the funds and the money will be then transferred directly to them or to the Japanese and New Zealand NOCs. Thank you for your generous help.
Crystal CG International and Creative Technology believes that digital technology and visualisation can put a “wow” not only into major events themselves but in the bidding process that precedes them, according to the company’s Mark Beard, Sales Director, Sports.

Beard will be making the case in a series of seminars at the SportAccord convention. They will be held in the private Crystal CG mini-theatre in the City Room, located on the 8th floor of the Park Plaza. The four main topics are:

- Sport presentation and broadcasting support tools
- Using the latest digital imagery and display technology to create unique sporting events and attract audiences
- Experiential sponsorship in sport
- Bringing bids to life using 3D and digital imagery

“Digital media helps to engage the audience at sporting events – enhancing the experience for fans,” said Beard. “It adds a ‘wow factor’ that truly brings the sport experience to life.

“Since the spectacle of the Beijing Olympics, digital media has become more popular, accessible and widely used in the sporting world. It has opened doors to opportunities to create a buzz not only at the events themselves, but in the marketing and sponsorships opportunities surrounding them.”

He added that Crystal CG enjoys “a worldwide leadership position” in sports visualisation and digital imagery. Its technology recreates “the drama, excitement and passion of sport” with 3D imagery and animations for venues, cities, simulations, mascots and logos.

The firm was involved in the Olympics in Beijing in 2008 and will be again at the London 2012 Olympic & Paralympic Games.

Crystal CG will also be showcasing its ongoing project with the London 2012 mascot animations, the opening and closing ceremonies from the Beijing Olympics, F1 identities and the winning animations behind the successful Russia and Qatar bids for the FIFA World Cup.

“Crystal CG International provides digital imagery and animation for the experiential events sector, of which the sport sector plays a key role,” he said. “The services Crystal provides encompass what SportAccord is about – bringing the sport experience to life for sponsors, broadcasters and audiences.”

He has a view on one of the themes of the SportAccord convention – how do cities win major events.

“There are many elements to a successful bid and having the support of experienced advisors is a huge asset to bidding cities to help navigate the process. It is also important for cities to clearly understand why they are bidding, what their strengths are as a potential host city and being able to convey these effectively to the judging bodies. Digital imagery helps to bring bids to life and add another dimension to the visual element of a bid presentation,” he said.
WHY SPORT MATTERS – THE MAN WITH THE EVIDENCE

When Why Sport Matters was floated as a theme for the SportAccord convention, it was as much a question as a statement. Enter John Siner, a man who has been studying the issue for a year in world-wide-travels. He has assembled a formidable body of evidence that sport really does matter. His media company is even called “Why Sport Matters”, and is focused on the unique impact sport has on society and culture. After working at the IOC for over 6 years, he has just spent the past year capturing stories in different cultures across the globe. All of the video testimonials that you see at the start of the sessions and on SportAccord TV are from the many interviews and filming he has conducted from every corner of the world. Each day here in the convention Daily, John also gives us a personal account of some of his amazing experiences.

- Convention Daily: How did you get involved with SportAccord this year?
Siner: I left the IOC in 2009 to begin my own business project that I named “Why Sport Matters”, which I have been working at for two years now. About 6 months ago, SportAccord announced that the theme for this year’s conference was also to be named “Why Sport Matters”. We got in touch with each other and quickly realised that there was an obvious synergy and a great opportunity to work together.

- Convention Daily: What will we be seeing from your work here at the SportAccord convention?
Siner: I did hundreds of interviews with people all over the world who spoke about what sport means to them. The video testimonials you will see are just quick highlights of the incredible stories I have been exposed to during my travels. I have also written a couple of short articles that give an idea to some of the personal experiences I had.

- Convention Daily: What are you trying to achieve with your business?
Siner: The simple goal of Why Sport Matters is to understand people through the theme of sport. I capture stories (mostly through video interviews and) on what sport says about certain cultures, and how the rest of the world sees these countries as a result. I work with different media channels that have an interest in this type of content, and produce stories that work for their platform. I attend sport events to get at the really cool stories about how/why it impacts lives and gives meaning to different cultures. These stories are then published in an engaging way and made available to a wide audience.

- Convention Daily: Now that you have essentially visited the entire world, what strikes you about what you have seen in relation to sport?
Siner: It is amazing to see the power that sport has in society and the passion that people have for it. But it is unique in each culture. I tried to capture stories from all different angles. From a wider point of view, it is so clear that you can learn about a culture through the sport they love, practice and watch. In effect, sport is a cultural identifier. That is the power of my business because it allows you to understand people -- who may be very different from you -- through sport, which everybody can understand and relate to.

- Convention Daily: What is the inspiration behind your work?
Siner: The idea for Why Sport Matters has been in my head for many years. Having the fortune to travel the world during my career in the international sport industry, I was repeatedly amazed at the stories of how sport was so unique in each cultural context. I said to myself, “Why have I never heard about this?”, and then realised I was actually in a position to try to give these stories a voice. That’s when I began planning the first step of the business, which was to go out in the world and film these stories.

- Convention Daily: What is next for you and Why Sport Matters?
Siner: Now that the company has been launched and the initial travel has been completed, I have been fortunate to have built up a client base and will continue to produce content with my footage. The next steps for me will be a more specific and targeted approach, focusing on specific events or countries/geographical areas. For example, the Rugby World Cup later this year in New Zealand has some of the best sport culture stories I have ever heard. And just looking ahead over the next few years at the richness associated with big sport events in the UK, Russia, Brazil and the Middle East (eg FIFA World Cup in Qatar), the world is a ripe place for the type of stories I plan to keep capturing.

- Each day in the convention Daily, John Siner will recount his experiences in his quest to discover Why Sport Matters. More information is found on his website www.whysportmatters.com.
FIGHTING TO WIN IOC RECOGNITION

Off the back of the SportAccord Combat Games, the International Federation of Muaythai Amateur (IFMA) is renewing its fight to win recognition by the IOC, according to General Secretary Stephan Fox, a former world champion in the sport. “IFMA participated in the SportAccord Combat Games, TAFISA, Arafura, SEA Games and holds many muaythai events including an annual World Championships,” he said.

The next important milestone for IFMA will be to obtain full recognition from the IOC. Muaythai is a martial art originating from Thailand where fighters execute strikes using 8 points of contact: fists, shins, knees and elbows.

Fox said that as well as the aim for IOC recognition, it was working for the total unification of all 128 member national federations. “IFMA is a proud member of SportAccord, and we would like to say hello to all our sporting friends, especially the other 13 martial art and combat sport federations, whom who have just made history together at the inaugural SportAccord Combat Games, which is a major milestone for all combat sports,” he said.

He added that 2010 was another “hugely successful” year for muaythai and IFMA, which included the organisation’s inclusion in the TAFISA Sport for All organisations, and the IFMA World Championships in Bangkok at which over 200,000 spectators attended the finals.

He added that the main areas of growth are in the youth and female development, currently both growing at ten percent. The sport is also growing in popularity in the mainstream fitness industry, being taken up in gyms worldwide.

DB SCHENKER TAKES OLYMPICS MARATHON GOLD

Every logistics company is in it for the “long haul”, but DB Schenker, exhibitor at the SportAccord convention, has historical links with supporting the Olympics that means it takes the gold medal.

Those links go all the way back to the 1936 Olympic Games when it was the Exclusive Logistics Supplier, creating a “double” when it took the same role at the 1972 Munich Olympics.

The firm has played a prominent role in all other Olympics, including Sydney in 2000, Athens in 2004 and Beijing 2008. It will continue its tradition, having won the job of Tier 3 Official Supplier for Freight Forwarding services for the Salt Lake 2002 Olympic Games.

“After logistics and freight forwarding company has been consistently present and such a contributor to the Olympic movement,” said Michael Korn, Deputy Chairman, Schenker Deutschland.

He added that 2010 was another “hugely successful” year for muaythai and IFMA, which included the organisation’s inclusion in the TAFISA Sport for All organisations, and the IFMA World Championships in Bangkok at which over 200,000 spectators attended the finals.

The firm has more than 91,000 staff in 200 countries, and said Korn, is well positioned as a global company to address the needs of major sporting events that increasingly take place outside the traditional theatres of The West.

He said: “We are fortunate that we have over 2,000 offices around the globe. We have more than 100 management staff working on sports events. This means that in most cases we are already present in the countries where major events may occur.

“But we need to always ensure we understand the lead times to the event, the local event requirements, and the local operating environment. This may result in DB Schenker building up a large management, supervision and labour team, like we saw most recently in South Africa for 2010 FIFA World Cup.”

Korn said that SportAccord is the perfect venue to keep up with developments in the sports sector. “It has grown to be a professional and efficient environment in which to meet with existing and new customers,” he said. “Moreover, it is also a great opportunity to understand the current business trends within sport.”

SPORTACCORD NETWORKER: NEW COMPANY, EXTENDED SERVICES

The SportAccord Networker community platform is the centerpiece of a start-up launched in Switzerland, Tabraco Ltd. The new engineering company develops governance and mechatronic tools dedicated to the international sports community.

Tabraco is a spin-off of F2FX, the Swiss developer of innovative e-management tools since 1995.

The SportAccord NetWorker has changed the way international sports leaders collaborate and handle their personal networking before and during the SportAccord Convention.

A similar tool was introduced successfully for the WADA Symposium in Lausanne in March.

In a different range of governance applications, the Association of Summer Olympic International Federations (ASOIF) runs its London 2012 issues tracking on a web-based programme with built-in monitoring and decision-making features.

These are a few samples of easy-to-use software solutions developed by Xavier Veuthey and his team at F2FX over the past years. Together with a group of interdisciplinary engineers and sports experts he has now created Tabraco Ltd.

Veuthey said: “The digital revolution keeps having a sustainable impact on all information and decision-making processes. Mastering the social and technical perspectives of the connected world has become critical for individuals, communities and organisations to succeed.

Tabraco integrates all engineering disciplines to make this revolution a great experience for governing bodies, organisers, sponsors and friends of all sports around the globe.”

Next to the well-known governance tools, Tabraco integrates state-of-the-art mechatronic solutions. A first Tabraco application will be introduced by the World Archery Federation (WFA) during the second stage of the upcoming archery world championships in Antalya, Turkey from 6-12 June 2011.

Tabraco is the official Technology Partner of SportAccord Convention and is at the event all week. www.tabraco.com.
**POWER OF SPORT**

**AGGREKO FEELS THE POWER OF SPORT**

Power generation and temperature control specialist Aggreko is a silver sponsor and exhibitor at SportAccord 2011, on the back of a string of high-profile contracts at major sporting events.

"The events business equates to approximately six percent of Aggreko's turnover with the sports sector in particular contributing a major element of this," said Kevin Brownhill, Customer and Sponsorship Manager, London 2012 and Sochi 2014.

"Sport is probably the most high profile of all Aggreko's business sectors with recent examples being the Beijing and Vancouver Olympic Games, The 2010 FIFA World Cup in South Africa, the recent Superbowl in America and The Ryder Cup at Celtic Manor, Wales." The FTSE Top 100 company quoted on the London stock exchange with a turnover of approximately £1.3 billion operates in 144 countries and employ in excess of 5,000 personnel. Aggreko is also sponsoring the Media Suite for use by television and print media journalists.

"SportAccord is an excellent forum for Aggreko to meet new and existing customers develop further our involvement in the global events industry, as well as learning from the extensive conference programme," said Brownhill.

He added that as well as look further ahead, the firm is firmly focused on the London 2012 Olympics.

"We are delighted to be a Tier 3 sponsor for the London 2012 Olympic and Paralympic Games. As well as this for London 2012 Aggreko is also a Tier 2 sponsor of the Torch Relay. Being a sponsor demonstrates Aggreko's commitment to supporting the Olympic Games moving forward as well as providing a platform to showcase our capabilities."

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**ADDING VALUE TO SCOTLAND'S "PERFECT STAGE"**

A major delegation from Scotland is at the SportAccord convention to promote the country as "the perfect stage" for sporting events.

EventScotland has partnered with half a dozen Scottish organisations to mount a major presence at the exhibition.

"EventScotland has attended SportAccord since its inception back in 2003," said Paul Bush, Chief Operating Officer, EventScotland. "The event provides us with a wonderful opportunity to promote our capabilities as a host nation to a global audience from the highest echelons of major sporting events and showcase Scotland as 'The Perfect Stage'.

Other organisations include Glasgow 2014, Glasgow Life, Glasgow City Marketing Bureau, Scottish Enterprise and Edinburgh City Council.

Bush said that the 'perfect stage' was made up of facilities, scenery, volunteers/people, and a rich culture and heritage.

Scotland's infrastructure to support major events has been improved with recent new developments.

They include the launch in January of Event Team Scotland, an online database to connect volunteers and events across Scotland. It provides volunteers with varying levels of experience the opportunity to participate in sporting, cultural and charity events taking place across Scotland.

For event organisers, the volunteering database will provide a bank of potential volunteers in local areas, regionally and across Scotland who can provide general or more specialist event support.

Another important step forward in the events industry for us was the launch of Scotcal, a database that will be populated by all of Scotland's 32 local authorities, public sector agencies and event and rights holders. The event diary system has been developed, in partnership with Sportcal, primarily to act as a clash diary system at a national, regional and local level, allowing for better planning of events across the year throughout the country.

It will also provide a valuable and much needed on line tool for visitors to Scotland to be able to locate events of their interest and choose by date, genre or geography.

Bush said that the estimated economic impact from events in 2009/10 was £51.7m.

This year will be another busy one, with Scotland welcoming the Tall Ships Race, the RICOH Women's British Open and The Tour of Britain.

"We are also busy looking at the road to 2014 and a series of major events which will be staged in Scotland before we welcome the Glasgow Commonwealth Games in 2014," he said. "This includes the World Youth Netball Championships in 2013 and the UCI World Junior Track Cycling Championships in the same year which is the first international event to be confirmed for the Sir Chris Hoy Velodrome."

Looking beyond that, he said: "we continue to target major competitions and championships to bring to Scotland which is an important part of the long term sustainability of both the events portfolio and impact on the economy."
The SportAccord Spirit of Sport Award Commission shortlisted three individuals and twelve projects for the 2011 Spirit of Sport Awards.

The 2011 individual project awards will be unveiled at the SportAccord General Assembly to take place on Friday, April 8th.

Created in 2002, the Spirit of Sport Awards commend the commitment and humanitarian spirit of SportAccord members who have made an exceptional and lasting contribution to using sport as a tool for positive social change.

The individual award will honour an individual for his/her outstanding contribution to sport and society.

Up to three awards will be presented to recognise outstanding projects or initiatives in which a SportAccord member has participated or which has been led by a SportAccord member in any of the six categories of Child & Youth Development, Environment, Gender, Health, Persons with Disabilities, and Peace.

The 2011 Individual Spirit of Sport Awards Shortlist is made up of:
- **Fernando Aguerre**, International Surfing Association (ISA).
  Aguerre has dedicated his life to the development of surfing around the world. Since 1994, when he was elected President of the ISA, he has been instrumental in expanding the sport to over 65 nations, for obtaining IOC recognition, and for launching several development programmes.
- **Lydia la Riviere Zijdel**, International Aikido Federation (IAF).
  As an elite wheelchair martial artist, Zijdel has opened up the world of people with disabilities to the art of self defence, with a special emphasis on developing countries to enhance the abilities and motivation of persons with disabilities to become involved in sports and physical activities.
- **Erwin Lauterwasser**, Fédération Internationale de Ski (FIS).
  As part of his lifelong engagement for the sport of skiing and the environment, Lauterwasser has served in the role of FIS Environmental Advisor since 1997. He has worked hard to establish FIS as a pioneer among the international federations in the area of the environment and sustainability.

The 2011 Project Spirit of Sport Awards Shortlist is made up of:
- **FIBA**: We Play and Drive by the Rules (Category Health).
- **ICC**: ICC World Twenty20 2010 (Category Gender).
- **FIFA**: Football for Hope (Category Child and Youth Development).
- **FIG**: Turn10 - Austrian Gymnastics Programme (Category Child and Youth Development).
- **IHF**: Royal Moroccan Hockey Federation (Category Child and Youth Development, Peace).
- **IJF**: Judo for Peace Commission (Category Peace).
- **FIM**: Ride Green - Sustainable Motocycling (Category Environment).
- **IFNA**: Safari grassroots development project in Africa (Category Gender).
- **IRB**: SOS IRB Kit Aid (Category Child & Youth Development, Environment).
- **WTF**: Sai Sampun Samtan Tackwondo, Thailand (Category Child & Youth Development).
- **IPF**: Engineering the Future - Promoting Paralympic Sport in Africa (Persons with Disabilities).
- **Special Olympics**: 2010 Special Olympics Regional Games (Persons with Disabilities).

**INFOSTRADA SPORTS LAUNCHES PODIUM AT CONVENTION**

If you want to know your country’s medal tally at next year’s London Olympics, take up the invitation from Infostrada Sports to visit its exhibition stand at the SportAccord convention.

The firm is unveiling its latest product – Podium – which delivers all results and overviews for performance managers within the Federation, NOC or event organising communities.

“Our content services include results, rankings, standings, sports indices and biographies of more than 100 sports, most of them live, as it happens,” said Philip Hennemann CEO Infostrada Sports. “Moreover, we deliver fully hosted INFO and Archive solutions. You will save costs and get enhanced processing, delivery, consistency and quality for all sports. “Quality information is the first gold medal at any event. Do you want to know your medal score in London 2012, then meet us.”

The Infostrada Sports team will brief visitors to the stand on how to deal with information management and how you can benefit from the firm’s solutions.

“Furthermore, we have the ultimate benchmark tool for NOCs where you can analyse your own performance and your peers per sport, discipline or time zone,” said Hennemann. ■