

CityAccord 2018

(formerly City Forum)

Making Relationships a Priority

Tuesday, 17 April 2018 – Afternoon Session

14:00-14:05 **WELCOME**

14:05-14:20 **SCENE SETTER: Why establishing positive relationships from the beginning is the key to successful event hosting**

14:20-14:40 **BETWEEN EVENTS: Working with IFs to promote grass roots sport, and encourage sporting activity within your own community**

Example of local program that is successfully motivating people of all ages and abilities to exercise and participate in sport

14:40-15:00 **TECH UPDATE: How technology is changing, enhancing, and challenging sporting events**

With the changing behaviour and expectations of both athletes, fans, and sponsors, a look at how cities and IFs can pool technological resources and expertise for mutual benefit.

15:00-15:20 **UPSIDE DOWN/INSIDE OUT: How creative thinking might open new doors for potential host cities**

A look at some of the unique ways cities are using facilities for purposes other than what they were built for, and sports are finding audiences in non-traditional markets and locations.

15:20-16:00 **INTERACTIVE Q&A with SPONSORS: How do sponsors decide which sports and events to partner with?**

What are the determining factors for sponsors – Fondness for a particular sport? The human demographic that participates or follows it? The location, size or prominence of a particular event? The need for better brand recognition in the host city? Value association with the sport's principles? The financial risk involved? The uniqueness of the event itself? Here's your chance to ask them!

16:00-16:30 **CLOSING KEYNOTE ADDRESS**