



AUTONOMOUS NONCOMMERCIAL ORGANIZATION
RUSSIAN INTERNATIONAL OLYMPIC UNIVERSITY



Draft

2nd INTERNATIONAL CONFERENCE
OF ACADEMICS AND PRACTITIONERS
20 November 2017

OLYMPIC
LEGACY
AND MEGA-
EVENTS IN
SPORTS:
IDENTIFYING
GROWTH
AREAS



Sochi

SOL'17

is an international interface for active communication, for sharing expertise and experience. A team of renowned academics, young researchers, mega-event organizers, political and social figures are united around the idea of shaping the future of sports management and sustainable development for countries and regions on the basis of effective use of legacies of Olympic Games and other mega-events in sports.

At the conference you will meet the best international experts whose perspectives are capable of changing the world around us. The forum's Agenda spans the most relevant challenges in the organization of sporting mega-events such as human resources professional training and development, drivers for dissemination of new standards of quality of life, effective sports media strategies and tools.

Welcome to the team!

CONFERENCE PARTNERS

- Ministry of Sports of the Russian Federation
- Russian Olympic Committee
- Vladimir Potanin Foundation
- Sochi City Administration
- Russia 2018 Organizing Committee
- International University Sports Federation (FISU)
- Executive Directorate of 29th World Winter Universiade-2019 in Krasnoyarsk Autonomous Non-Commercial Organization
- Brunel University, UK
- Loughborough University in London, UK
- Hedmark University College, Norway
- Seeburg Castle University, Austria
- Sochi State University
- IRONSTAR & ROSA RUN
- Newman Sport & Business Consulting
- EventicaSport
- Russian Association of Sports Facilities
- Roza Khutor Alpine Skiing Resort
- Krasnaya Polyana Non-Public Joint Stock Company
- Yug Sport Federal State Budgetary Organization
- HC Sochi Ice Hockey Club
- Center Omega Non-Public Joint Stock Company
- Riviera Sochi

CONFERENCE PARTICIPANTS

The Conference will be attended by leading Russian and international experts; professors, students, and alumni of RIOU; representatives of major sports facilities and organizing committees involved in the preparation of sporting mega-events; representatives of state and municipal authorities, educational establishments, the business community, and the media.

CONFERENCE AGENDA

20 November, 2017

| | |
|---|--|
| 09:00 – 09:50 1 st floor | Registration of participants |
| 10:00 – 10:20 conference hall, 14 th floor | Opening ceremony |
| 10:20 – 13:30 11.40 – 12.00 – coffee break | Experts' briefing <p>Recalling the future: from a bid to steady development</p> <ul style="list-style-type: none"> • <i>Benefits and losses: how can sporting mega-events become drivers of city development?</i> • <i>Community building and coordination: how do sporting events impact local communities?</i> • <i>Sports, tourism, and leisure clusters: today and in future.</i> • <i>Businesses and authorities: how do sporting events help to bridge their goals and capabilities?</i> • <i>A hospitable city: how do sporting mega-events mold hospitality standards?</i> • <i>Sporting mega-events and professional competencies.</i> • <i>How does the information legacy of the Games impact the development of sports?</i> • <i>Are the Olympics capable of transforming people's view of environmental issues?</i> <p>➤ <i><u>Blitz-poll:</u> The city's selfie three years after the Games: expectations and reality, the most significant events, best practices in the use of the legacy, mistakes to be avoided.</i></p> |
| 12.00- 13.30 | Continuation of the expert's briefing |
| 13.30-13.50 | RIOU campus tour gathering of guests in the conference hall |
| 13.50-14.30 | Lunch |
| 14:30 – 17:00 | Work in sessions |
| SESSION | "Hot. Cool. Gone." Personnel of sporting mega-events: what can one do? <ul style="list-style-type: none"> • <i>Professional competencies of sporting mega-event organizers and personnel.</i> |

| | |
|---------------------|--|
| | <ul style="list-style-type: none"> • <i>Sports job market: managers or specialist professionals.</i> • <i>Entrepreneurs in sports: who are they?</i> • <i>Forward-looking training: where and how professionals are perfected?</i> <p>➤ <i>Blitz-foresight: Adapting to the new reality, what skills will the sports industry need in the next 20 years?</i></p> |
| SESSION | <p>Save While Developing: Sports Mega Events and Sustainable Development <i>conference hall, 14th floor</i></p> <ul style="list-style-type: none"> • <i>Environmental awareness – a pre-requisite for success of a positive legacy?</i> • <i>Mega events open up unprecedented opportunities for desirable change, but are these opportunities fully used?</i> • <i>The participants will discuss key global issues and share their successful experience in making sport a vehicle of positive change.</i> |
| SESSION | <p>The Lords of the Ring: Media and the World's Major Sporting Events <i>7th floor</i></p> <ul style="list-style-type: none"> • <i>What information technologies change the coverage of sports mega events?</i> • <i>How do major tournaments change of the image of their host countries?</i> • <i>What is the Russian audience of top-rated sports competitions?</i> • <i>Can couch spectators be transformed into active fans?</i> |
| 17:00- 19:00 | <p>Conference Wrap-Up Presentation of the new issue of the Adventure magazine (Interros) Buffet Reception <i>14th floor, conference hall</i></p> |

21 November, 2017

| | |
|----------------------|--|
| 10.00 – 15.00 | <p>Tour of the Sochi Olympic facilities <i>1st floor, pick up from the lobby</i></p> |
| 17.00 – 19.00 | <p>Sport Connect club meeting <i>14th floor, conference hall</i></p> |

COORDINATORS

Elena El-Abudi
tel: 862 262-97-20, ext. 3553
e-mail: el-abudi@olympicuniversity.ru

Victoria Bragina
tel: 862 262-97-20, ext. 3565
e-mail: v.bragina@olympicuniversity.ru

RUSSIAN INTERNATIONAL OLYMPIC UNIVERSITY

11, Ordzhonikidze St.
Sochi, Russia, 354000

+7 (862) 262-97-20

www.olympicuniversity.ru

Participation in the conference is free of charge.
Participants' papers will be published in the Conference Proceedings.
Paper formatting requirements can be sent at request.