



meet
collaborate
inspire

HOSTS & FEDERATIONS SUMMIT

Olympic Museum
Lausanne, Switzerland

17 - 20 June 2024 - Rights Holder Brochure

FEDERATION INVITATION

We are delighted to invite your Federation to attend our 7th Summit. The Summit aims to enhance connectivity between individuals involved in hosting and delivering major sports events. Once you have reviewed our proposed Summit approach, we kindly request you to schedule a follow-up meeting or call with us to confirm your interest in attending.



“CONGRATS TO MEI ON THE SUMMIT... APPRECIATED THE ONE-ON-ONE MEETINGS... A GREAT WAY TO DIVE DEEPER INTO DISCUSSIONS WITH HOST CITIES”

Lara Marich
Tour Planning and Partnerships Senior Manager, Volleyball World

Meeting Format

The highly successful meeting format developed by MEI is at the heart of the Summit programme. This year we are extending the number of complimentary role specific passes to 3 based on the following requirements and terminology developed for the 2024 edition (CHF11,500 in value)

City Engagement Delegate

A nominated representative is invited to attend to service one-to-one host City meetings and attend City presentations. MEI staff manage the schedule of these pre-arranged meetings which take place in a VIP dedicated room in the Olympic Museum. City objectives in attending the Summit are to engage with Federations seeking hosts for Training Camps, Championships, Annual Congresses or to support the growth of new sports formats in their City or Region. The City Engagement Delegate does not necessarily need to attend the entire duration of the Summit. However, where meetings have been agreed, a nominated replacement would be required in the event of unexpected non-availability.

Commercial Engagement Delegate

Another pass is available for a nominated Commercial Engagement Delegate. Companies are seeking to offer sponsorship, Value in Kind benefits and demonstrate how they can add value for day-to-day operations or event hosting. Companies cover all functional areas but Federations can request to engage with specific capability providers. Typically there is focus on new sources of revenue, fan engagement, City activation, Overlay solutions, sustainability and legacy. The engagement approach includes round-table discussions, workshops, pre-agreed one-to-one meetings or involvement in the social networking events.

Summit Delegate

The third complimentary delegate ticket is available to a Federation team member who would benefit from engaging with a rich programme of central presentations, attending the workshops, or simply network with all delegates during the breaks without the constraints of being involved in pre-planned one-to-one meetings. The non-Federation delegates appreciate the ad hoc nature of informal networking and social contact, building relationships throughout the Summit duration, with this representative serving as an ambassador for their particular Federation.



“THE SUMMIT PROVIDED UNPARALLELED OPPORTUNITIES FOR DIRECT ENGAGEMENT BETWEEN INTERNATIONAL FEDERATIONS, SPORTS EVENTS HOST CITIES AND EXPERT SUPPLIERS”

Michel Cutait
Acting Secretary General, World Obstacle

ABOUT THE SUMMIT

Summit Gala Dinner

All three complimentary passes entitle the Federation Delegates to attend all social events including the Gala Dinner. MEI will discuss seating arrangements once numbers are known.

Closed Sessions

Closed Sessions exclusively for Rights Holders and Federations have proven to be hugely successful, allowing an environment of informal discussions on mutual challenges and opportunities. One such session will be held on each of the Summit days on 18-19 June and your input is welcome.

Scope of Support

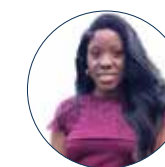
Where International Federations have contracts in place with MEI, a planning session prior to the Summit clarifies the best approach to achieve the Federation's objectives and plan for post-event follow-up. Where a Federation agreement is not in place with MEI, a consultation call or meeting before the Summit is highly recommended. This will help clarify the outcomes sought from participating to determine the potential level of support needed. Included in this session is clarification of commercial term options in the event of securing a Host City or new commercial partnership.

Entitlement

We ask for full transparency regarding the availability of nominated delegates. In the event that any delegate may not be able to attend the full duration of the Summit, we kindly request that this information be provided to MEI with as much notice as possible. This is to ensure the resilience of the meeting plan, seating planning for the Gala Dinner and to manage other delegate expectations generally.

Way Forward

We hope you will accept the offer to join us for yet another edition of this highly successful Summit which delivers greater connectivity between this specialist community. Our ambition is to better understand what you wish to achieve from investing your time at the Summit, and an early expression-of-interest would be helpful, as well as a meeting or call to answer any questions.



Tupokigwe Mwaijumba
Project Director, Major Events International

2023 HIGHLIGHTS SUMMARY



100+ EXPERT SUPPLIERS



60+ INTERNATIONAL FEDERATIONS



180+ FACILITATED MEETINGS



250+ INTERNATIONAL DELEGATES



90+ CONTRIBUTORS ACROSS 3 DAYS



2 DRINKS RECEPTIONS



2 FEDERATION SITE VISITS

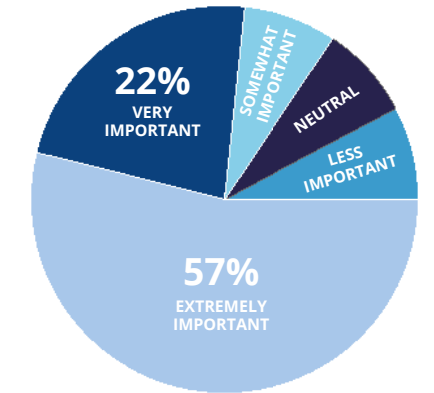


"THANK YOU FOR HAVING ME AT THE INTERNATIONAL FEDERATIONS SUMMIT. CONGRATULATIONS ON A TERRIFIC CONFERENCE"

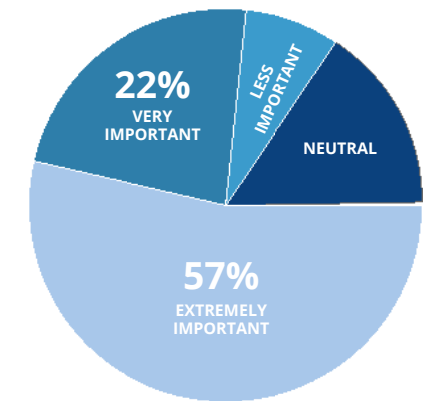
Julian Tan
Head of Digital Business Initiatives & Esports Formula 1

SUMMIT ATTENDANCE POLL

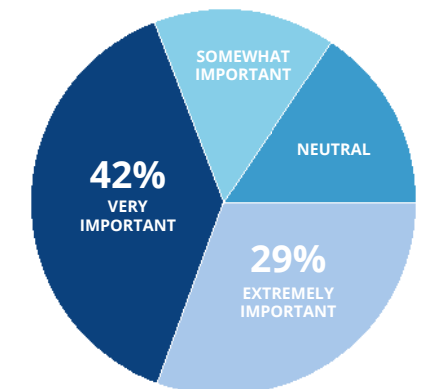
1-1 MEETINGS



NETWORKING FUNCTIONS



QUALITY CONTENT



WHY MEI SUMMITS ARE DIFFERENT

During the June 2023 Hosts & Federations Summit, separate meetings were held between expert suppliers, Host Cities and International Sports Federations. These consistently revealed how important pre-arranged one-to-one meetings, networking and high quality content are to our delegates. The Summit is therefore designed to reflect these and provide them in greater abundance than in other Rights Holder-City events.

THE SUMMIT BRINGS TOGETHER

ILLUSTRATION OF 2023 ATTENDEES

INTERNATIONAL SPORTS FEDERATIONS



CITIES & ORGANISING COMMITTEES



PARTNERS & SPONSOR SUPPLIERS



SUMMIT OVERVIEW

FOR PREVIOUS ATTENDEES

If you have participated in the Summits concurrent and intensive programme, you probably know that Federation goals are more effectively accomplished when 2 or more delegates attend. This enables simultaneous participation in meetings, attendance at informative central presentations, and preparation and delivery of briefings.

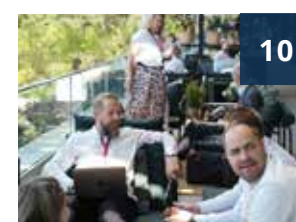
ONE-TO-ONE MEETINGS

Federation attendance at pre-planned meetings is of high priority. MEI facilitates these meetings in the Meeting Hub. The Commercial representative will have access to meetings with suppliers and brands in attendance while the Host City representative will be paired with cities. General delegates are encouraged to participate in the wider programme and are not included in the 1-1 meetings.

17 - 20 JUNE 2024				
	MONDAY 17	TUESDAY 18	WEDNESDAY 19	THURSDAY 20
SUMMIT CONFERENCE	[Red bar]			[Red bar]
	Presentations & Panels Workshops & Specialist Briefings Roundtable Discussions with Rights Holder			
PRE-ARRANGED 1-1 MEETINGS		[Green bar]	[Green bar]	
	Federations and Host Cities Federations and Expert Suppliers			
SOCIAL PROGRAMMES TOURS & CULTURAL ACTIVITIES	[Light blue bar]	[Light blue bar]		[Light blue bar]
	Hosted Rights Holder networking reception	Morning Walks or Runs Networking Breakfasts		Evian Boat Trip
GALA DINNER		[Yellow bar]	[Yellow bar]	
		Gala Dinner	Drinks Reception	

NEW SUMMIT ADDITIONAL OPTION

FOOTBALL HOST SUMMIT
Option to attend this inaugural Summit
FIFA Museum Zurich



2023 SUMMIT

- 01. Fireside Chat with Christophe Dubi, Olympic Executive Director, IOC
- 02. City Presentations to Rights Holders
- 03. Rwanda Central Auditorium presentation
- 04. Gala Dinner, Olympic Museum
- 05. Nevio Devidè, Marketing, Licensing, & Events Director, Milano Cortina 2026 Winter Games
- 06. 1-1 meetings in the Coubertin Room
- 07. Main Auditorium, Olympic Museum
- 08. Panel discussion in the Main Auditorium
- 09. City Presentations to Rights Holders in the Olympie Room
- 10. Networking on the Gallerie Terrace
- 11. Marie Sallois, IOC joint Presentation with the Paris 2024 Organising Committee
- 12. The signing ceremony of MEI support to the International School Sport Federation signed by the President Laurent Petrynka



“IT WAS A PLEASURE TO BE TOGETHER IN THIS INCREDIBLE EVENT FULL OF WONDERFUL CONNECTIONS FOR OUR RIO DE JANEIRO CITY”

Roberta Werner
Executive Director, Visit Rio



**THANK YOU.
WE LOOK
FORWARD TO
HOSTING YOU
AND SEEING
YOU THERE.**

