



AROUND THE RINGS

 **SPECIAL EDITION**

COPENHAGEN

SEPTEMBER 2009

AROUNDTHERINGS.COM

+ Q & A WITH IOC PRESIDENT
JACQUES ROGGE

+ THE IOC SESSION:
NEW SPORTS,
NEW MEMBERS

+ BIDDING FOR THE GAMES
2018 CITIES



 **rio2016**
CANDIDATE CITY

Live your passion

Rio is ready

to host Games of celebration, certainty and transformation...

dupla design

Photo: Luiz Claudio Lacerda

www.rio2016.org

TABLE OF CONTENTS

A NOTE FROM THE PUBLISHER 2



121ST IOC SESSION PREVIEW: A New Term for Rogge, Elections for Executive Board, Deciding on New Sports	4
COUNTDOWN TO “KEY MOMENT” For Olympic Movement	6
JACQUES ROGGE: Olympic Sports; a Final Term	10
NOMINEES FOR THE IOC: Meet the Six Candidates	12



ON YOUR MARK!: 2018 Winter Bids Get Set	15
OLYMPIC CONGRESS SCHEDULE	16



COPENHAGEN HOTSPOTS: What's Doing in the Danish Capital	20
DESTINATION UK: VisitBritain CEO Sandie Dawe Looks Ahead to 2012	24
SUMMER OLYMPIC HOST CITY VOTES: How They Fared	28
121ST IOC SESSION CALENDAR	33



EDITOR & FOUNDER
Ed Hula

PUBLISHER
Sheila Scott Hula

CHIEF OPERATING OFFICER
Peter Lewman

EUROPEAN EDITOR
Mark Bisson

CORRESPONDENTS
Bob Mackin, Vancouver
Anthony Stavrinou, Pacific-Asia
Karen Rosen, The Americas
Steven Downes, London
Heinz Peter Kreuzer, Europe
James Corbett, World Football Insider

PUBLICATIONS & NEW MEDIA DIRECTOR
Tristan Luciotti

EDITORIAL STAFF
Edward Hula III, Reporter
Greg Oshust, Sports Writer
Isia Reaves, Writer
Sam Steinberg, Writer

DESIGN AND LAYOUT
NORTH

BUSINESS
Cathy Herman, Accounting Manager
Rui Kang, Accounting Assistant
David Brunson, Marketing Assistant
Janice McDonald, Special Projects
Kathy Kuczka, Circulation Director
(kathy@aroundtherings.com)
Mark Zimmer, European Sales
and Sponsorship
Max Rich, Account Executive, Europe
Jeff Cochran, Account Executive

AROUND THE RINGS
(ISSN 1095-9394)
www.aroundtherings.com
World Football Insider
www.worldfootballinsider.com

EDITORIAL AND ADVERTISING
1776 Peachtree Street
Suite 436 North
Atlanta, Georgia 30309 USA

PHONE:
+ 1 404 874 1603

FAX:
+ 1 404 874 3248

ADVERTISING INFORMATION:
atradvertising@aroundtherings.com
sales@aroundtherings.com

A NOTE

FROM THE PUBLISHER



SHEILA SCOTT HULA
sheila@aroundtherings.com

The past year has been a challenging one for Around the Rings, just as it has for our colleagues at other news organizations.

So we think it is right to say a hearty “thank you!” to readers and advertisers who have supported us in our quest to deliver the best news and information possible about the business of the Olympics. We hope you will let our advertisers know you appreciate their support, as well.

Running a news organization that covers the Olympic Movement in every corner of the globe requires a significant commitment of resources. Without your subscriptions and advertising, we could not deliver the information you expect to find in your inbox throughout the day.

THAT SUPPORT IS ALSO A LOT OF THE REASON ATR IS THE MOST WIDELY QUOTED SOURCE OF INFORMATION ABOUT THE OLYMPICS. OVER THE LAST FEW WEEKS. SOME OF THE ORGANIZATIONS THAT HAVE TURNED TO ATR INCLUDE THE BBC, THE WASHINGTON POST, CANADIAN PRESS, CTV, NATIONAL PUBLIC RADIO, INDIAINFO.COM, CHICAGO TRIBUNE AND UNIVERSAL SPORTS, AMONG OTHERS.

We would also like to thank VisitBritain and UK Sport—our newest partners—for their support for our latest Newsmaker Breakfast series. Our friends at SportEvent Denmark also have joined as a partner for the third of four breakfasts on October 6. We invite you to join us for a provocative discussion on the future of Olympic sports—and the challenges

facing countries big and small to develop Olympic sports. Look for details and submit your rsvp to breakfast@aroundtherings.com

We also hope you will make a habit of visiting our newest publication—World Football Insider (www.worldfootballinsider.com). Launched in June, WFI delivers the same high quality information that is the trademark of ATR. WFI is the new source for news about the upcoming 2010 World Cup and the campaigns to host the 2018 and 2022 World Cups.

Enjoy our latest Special Edition, produced to help you make the most of your experience in this fantastic city of Copenhagen. I hope to meet as many of you as possible in the days ahead. +



AROUND THE RINGS

Newsmaker Breakfast

The Software of Sport: *Developing Olympic Sports for the 21st Century*

+Tuesday, October 6 (7:30 - 9:00 a.m.)
+IDA Conference Center, Kongressalen room

+Panelists:

Frank Fredericks, IOC member, Namibia; chair, Athletes Comm.
John Steele, CEO, UK Sport
Lars Lundov, CEO, Sport Event Denmark
C.K. Wu, President, AIBA; IOC member, Chinese Taipei



+Presented by VisitBritain and UK Sport
in partnership with Sport Event Denmark

Space is limited. RSVP: breakfast@aroundtherings.com



Russia 2018-2022
Chicago 2016
Doha 2016
Sochi 2014
Moscow 2012
Moscow 2010 Youth Bid
Detroit Red Wings
International Golf Federation
Event New South Wales
Kolon Sport
BHP Billiton
Accenture



BREAK THROUGH

A full-service branding and design firm, NORTH helps an international roster of sport-related clients define, create, build and transform their brands across a broad arena. From properties and federations, to host cities, bid cities and sponsors, our strategic communication tools help each of our clients strengthen their brand image—and move beyond the competition. northdesign.com | +1 419 464 7679

NORTH

IOC SESSION IN COPENHAGEN:

NEW TERM FOR ROGGE, ELECTIONS, NEW SPORTS

IF, AS EXPECTED, IOC PRESIDENT JACQUES ROGGE IS RE-ELECTED ON THE FINAL MORNING OF THE SESSION, we already have a fair idea of what he might say at the press conference marking the final business of the Olympic gathering.

The Belgian, who became president in 2001, will stand unopposed in the Oct. 9 election.

He outlined the goals for his final four-year term last October shortly after announcing plans to run for re-election. In a letter to IOC members informing them of his intentions, he said: "I aspire with all of you to integrate a more modern IOC into tomorrow's society by acting upon the conclusions of the Olympic Congress..."

His focus is on Games quality, maintaining the size of the Olympics, the fight against doping, combating inactivity and obesity and ensuring the success of his pet project, the Youth Olympic Games. The inaugural summer edition in Singapore next August provides the first test of the format. Innsbruck 2012 is the winter version, coming just months before the London Games.

Rogge is also keen to grow the IOC's revenues from the wave of TV rights deals for the 2014 and

2016 Olympics. Broadcast rights deals were signed recently with a consortium of three organizations in Brazil led by TV Globo in a deal worth more than \$210 million, and RTVE for the rights in Spain. Conducting its own negotiations in a number of European markets, the IOC reached agreements in Italy and Turkey for 2014 / 2016 earlier this year and is now looking to seal deals with broadcasters in France, Germany and the U.K. The IOC's most lucrative deal for the two Olympics is with the U.S., but talks are on hold because of the financial crisis and slump in the advertising market.

Priority Number One

Rogge's war on drug cheats remains his "priority number one," as he told a press conference at the Belgian Olympic Committee HQ in Brussels last October. He said his successor also would be challenged to crack down on doping in sport. In its biggest effort to stamp out doping at an Olympics, the IOC conducted 4,770 tests in Beijing, with nine testing positive during the Games. More than 5,500 drugs tests will be carried out at London 2012.

Elaborating on his motivations for wanting to stay on, Rogge said: "I still have a great passion

for the [Olympic] Movement, I still have passion for sport. I still have a great enthusiasm. I believe that sport is a wonderful tool for young people; it improves their health, it's a great educational tool and it's also a great tool of social integration," he said.

While Rogge eyes the challenges of another four years in the IOC hot seat, his election marks the start of the race to succeed him in 2013.

IOC vice president Thomas Bach is widely tipped as the next president, but a challenge may also come from Nawal El Moutawakel, whose star is ascendant. Others, such as Sergei Bubka of Ukraine, may emerge as contenders. The Moroccan sports minister gained a seat on the executive board this year and has led the IOC Evaluation Commission for the 2016 Olympics with confidence during inspection visits to the four bid cities in 2009. The 400m hurdles champion at the 1984 Olympics was the first woman from an Islamic nation to win an Olympic medal. She could yet break new ground by becoming the first female IOC president.

More from IOC President Jacques Rogge in a Q and A on page 10.

IOC SESSION TO DECIDE ON NEW SPORTS FOR OLYMPICS

The 2016 bid city presentations and vote Oct. 2 will grab headlines on the opening day of the IOC Session.

The second part of the IOC Session runs from Oct. 7 to 9, at the conclusion of the Olympic Congress.

The Session will hear reports from the leaders of more than a dozen commissions, as well as from the heads of organizing committees for upcoming Olympics in Vancouver, London and Sochi.

Leaders of the Beijing Olympics will say their farewells to the IOC, delivering the final report for the 2008 Olympics.

Elections for the EB, new members and new sports are scheduled for Oct. 9, the final day of the Session.

IOC members will decide whether to add golf and rugby to the 2016 Olympic program; both sports will pitch their cases to delegates. They will be voted on separately, going in alphabetical order, and the results of the first vote will not be announced to avoid the influence of one vote on the second.





Golf was last an Olympic sport in 1904 while rugby, in its 15-man format instead of the proposed Rugby Sevens, was last played at the 1924 Olympics. In rugby, there likely will be 12 men's teams and 12 women's teams, with 12 athletes on each team; the tournament format will be decided if rugby is added to the program. Golf will have 60 men and 60 women playing a 72-hole tournament.

The IOC Executive Board meeting in Berlin in August recommended the sports for the IOC vote. There was disappointment for the five rejected sports—baseball, softball, karate, roller sports and squash—whose next chance to join the Olympic program comes in 2013 when there's likely to be an opening for one sport.

IOC EXECUTIVE BOARD ELECTIONS

As many as five candidates could be seeking the two open seats on the IOC EB. The list includes Australian John Coates, Craig Reedie of Great Britain, Patrick Hickey of Ireland, Samih Moudallal of Syria and possibly C.K. Wu of Chinese Taipei.

Two vice presidents also will be chosen Oct. 9. Around the Rings understands that Ser Miang Ng of Singapore and Mario Pescante of Italy will try to replace Chiharu Igaya of Japan and Lambis Nikolaou of Greece. Both have to step down at the IOC Session after completing their terms. Wu—the only candidate who heads a federation—is also rumored to be a challenger to Ng for the vice presidency.

The deadline for IOC members to declare their candidacy is one day before the Oct. 9 vote.

NEW IOC MEMBERS POSSIBLE

Six candidates are proposed for election as IOC members at the Session following approval by the EB after recommendations were made by the IOC Nominations Commission.

The candidates are:

Richard Peterkin, president of the St. Lucia Olympic Committee; Crown Prince Frederik of Denmark; Habu Ahmed Gumel, president of the Nigerian Olympic Committee; Habib Abdul Nabi Macki from Oman, a vice president of the Olympic Council of Asia; Lydia Nsekera, president of the Burundi Football Association; and Sweden's Goran Petersson, president of the International Sailing Federation.

More on these six nominees on page 12. +



WRITTEN BY:
MARK BISSON,
EUROPEAN EDITOR



COUNTDOWN TO "KEY MOMENT"

FOR OLYMPIC MOVEMENT

AUSTRALIAN YOUTH OLYMPIC FESTIVAL

Cameron Edwards of Australia in action during the Football match between Australia and the USA on day five of the festival on January 18, 2009

WHEN THE FIRST INSTALLMENT OF THE NEW YOUTH GAMES GENRE TAKES PLACE SOME 10 MONTHS FROM NOW, it will be what IOC President Jacques Rogge calls a “key moment” for the Olympic Movement.

Singapore will host the inaugural Youth Olympic Games from August 14 to 26 next year. A quick look at the numbers reveals

- an estimated 3,600 athletes between the ages of 14 and 18
- 205 national Olympic committees represented
- 800 media representatives
- 20,000 volunteers
- 500,000 spectators expected across all events

Australia also launched its own successful ‘Australian Youth Olympic Festival’ a year after the Sydney 2000 Olympics. The fifth installment of the event was staged earlier this year; government financial support will determine whether it remains on a biennial schedule or switches to a four-year cycle.

The success of these two regional youth events augured well for the creation of an international equivalent.

Rogge first mooted the global YOG concept in 2001. The IOC executive board unanimously endorsed the plan in April 2007, before it was ultimately ratified on July 5th that year at the 119th IOC Session in Guatemala City.

In its quest for the YOG is it to serve as “a unique and powerful introduction to

“The Youth Olympic Games are the flagship of the IOC’s determination to reach out to young people. These Games will not only be about competition...”



“The Youth Olympic Games are the flagship of the IOC’s determination to reach out to young people. These Games will not only be about competition,” Rogge told journalists in Lausanne when Singapore was selected in February 2008 from a field of nine candidate cities.

“They will also be the platform through which youngsters will learn about Olympic values and the benefits of sport, and share their experiences with other communities around the globe,” he said.

The YOG initiative was personally driven by Rogge. He had previously successfully established a biennial European Youth Olympic Festival in 1991 when he was leader of the European Olympic Committees.

Olympism”, the IOC also has introduced a winter edition of the event. Last December, the Austrian city of Innsbruck was elected by postal vote—84 votes to 15—over Kuopio, Finland, to host the first Winter Youth Olympic Games in 2012.

Significantly, the YOG also provides the IOC with a timely platform to action policies likely to emerge from this Congress in Copenhagen, with strong relevance to all five themes being deliberated by stakeholders in the Olympic Movement. +



WRITTEN BY:
ANTHONY STAVRINOS,
PACIFIC ASIA
CORRESPONDENT



imagine sharing the brightest
side of the human spirit.

Every two years humanity has a chance to shine at its brightest. As a proud Worldwide Partner of the Olympic Games, Samsung lights up the spirit of the Olympic Movement.



Atlanta DeKalb International Training Center (ATLANTA DITC)

The Living Legacy of the 1996 Atlanta Olympic Games

"DeKalb's Sports Authority"

In Partnership with

Atlanta's DeKalb Convention & Visitors Bureau (DCVB)



The ATLANTA DITC, Established **May 6, 2002.**

In Operation for **Seven** Successful Years!

Making Georgia's DeKalb County a Premier Sports Destination by

- ★ Hosting Sports Conferences ★
- ★ Hosting State, Regional, National, and International Competitions ★
- ★ Athletes Preparing for the Olympic Games Training at the ATLANTA DITC ★
- ★ Since 2002, over 1,700 Athletes, from 33 Nations and 12 US States, ★
Have Trained and Competed with the ATLANTA DITC

For more information, contact:

ATLANTA DITC ★ info@ditc.us ★ www.ditc.us





INTERVIEW WITH IOC PRESIDENT JACQUES ROGGE

OLYMPIC SPORTS; A FINAL TERM

Jacques Rogge was elected IOC president at the 112th session in Moscow in 2001—the same meeting that saw Beijing selected as the 2008 Olympic host city. Now near-

/ Q: WHAT ARE YOUR GOALS FOR THE NEXT FOUR YEARS AS IOC PRESIDENT IF YOU ARE CONFIRMED FOR ANOTHER TERM?

“I think the first quality of a past president is to shut up,” says Rogge about his plans to retire in 2013.



ing the end of that term, he is expected to easily win a final four-year term at the 121st IOC Session in Copenhagen in October. That same session also will vote on six new IOC members and elect—or not—rugby and golf as new additions to the Olympic sports program.

Rogge says he has an exit strategy, which he first revealed in a recent interview with ATR editor Ed Hula, European editor Mark Bisson and Americas correspondent Karen Rosen in Berlin.

JR: I will continue to work hard on what I think to be the everlasting priorities of the IOC and my successor will have to do the same. I'll continue to work on Games quality. This is a constant work of every day. I will continue certainly to fight to keep the Games at a manageable size. I continue to work on the Olympic program. Definitely new is that I really want to make the Youth Olympic Games something strong and develop the Games. If I could contribute with the IOC to the issue of inactivity and erasing obesity is something that could be very important. After that, the new threats on doping... genetic doping and the fight against doping. So that will keep me busy.

/ Q: WOULD YOU REMAIN AN IOC MEMBER AFTER RETIRING AS PRESIDENT?

JR: If re-elected, my term would last until 2013 and I would still have I think about nine years lease of life as an IOC member. But I

think that would not be proper. I think when you have led an organization, you become a past or honorary president. I think at the end of my term it will be time for me to resign from the IOC and for the IOC to decide what to do with me. I think the first quality of a past president is to shut up.

/ Q: THE EXECUTIVE BOARD VOTED TO RECOMMEND GOLF AND RUGBY TO A VOTE OF THE IOC SESSION IN COPENHAGEN ON OCT. 9, REJECTING BASEBALL, KARATE, SOFTBALL, SQUASH AND ROLLER SPORTS. DO YOU THINK IOC MEMBERS WILL BE IN FAVOR OF RUGBY AND GOLF?

JR: I would dearly hope so. If we propose something, it is with the hope that members will accept it. I think now that the situation has changed a lot. Four years ago in Singapore [IOC Session venue], the process was not as elaborate as it has been now. Now there has been an in-depth study of all of the seven sports with a report sent to the IOC members. It is a very long list of questions and information according to 33 criteria.

I will tell my colleagues it might not be to your individual liking... but your decision is going to affect a lot of athletes and is going to affect the IOC. And if you say no then we stay with 26 or 27 sports and that is not the purpose of the whole study that we have done.

/ Q: IS THE IOC SENDING OUT MIXED MESSAGES IN RECOMMENDING GOLF BECAUSE OF THE EXPENSIVE INFRASTRUCTURE NEEDED AND GENDER DISCRIMINATION STILL PREVALENT IN SOME CLUBS?

JR: We are not blind for the shortcomings of any sport. The issue of gender discrimination is one that has been discussed. But we believe in the positive effect of picking a sport and we believe that in time—it's not going to be tomorrow—this is going to promote the cause of women in golf clubs in the future. We have no doubt about that. Infrastructure will not have to be built because it is existing anyhow. That was not a major concern by the IOC.

/ Q: WHAT WOULD BE THE IMPACT OF RUGBY ON THE OLYMPICS?

JR: Rugby Sevens is a spectacular sport, very dynamic. It has a format that is about a 15-minute match. This is something that is short, quick with a lot of scoring. It's easier to understand than 15s ... and there are many countries who could win the title.

/ Q: ARE THEY REALLY THE SPORTS THAT WILL HELP TO REVIVE YOUTH INTEREST IN THE OLYMPICS?

JR: Definitely rugby more than golf, although you should not underestimate the number of young golf players. That is growing a lot in the golf countries. I think golf will get the icons. The major players have committed that they will come. They will definitely attract the attention.

/ Q: WHAT IS YOUR MESSAGE FOR THE FIVE REJECTED SPORTS WHO HAVE LITTLE CHANCE TO JOIN THE OLYMPICS WITH ONLY ONE SPORT EXPECTED TO BE ADDED IN 2013?

JR: If things go as we hope, and we expect that indeed there would be one sport in 2013, that's the place to look for.

I would say to these sports, "Continue to work very hard and as much as possible in the continental sports organizations and continental championships, where most of them have started to be engaged. And to say that you should never give up and that with time things are always possible."

One day, I can't tell you exactly when, but one day we will have other sports events and other disciplines that are today knocking on the door and will be introduced.

/ Q: WITH THE NEW IOC MEMBER NOMINATIONS, THERE'S A PRINCE, A FEDERATION LEADER, TWO FROM AFRICA BUT ONLY ONE WOMAN. WHAT CAN BE DONE TO GET MORE WOMEN IN THE IOC AND HAVE THEM RISE TO LEADERSHIP POSITIONS?

JR: It is definitely something we are thinking of and adapting our way of recruiting. Today is a channeled process by which you have to belong to a national Olympic committee or international federation for most. The lady I proposed to the EB has an impeccable record. She is the president of the [Burundi] soccer federation, the only woman being president of a soccer federation in the world. She [Lydia Nsekera] is a very bright, intelligent woman and she's young. She's 42. She will be a great asset.

I proposed Princess Haya, who led the International Equestrian Federation. Next year hopefully I have a possibility in the pipeline for Vancouver who were eliminated by the members this time.

The issue is that there is a bottleneck at the level of the NOCs and IFs. What I'm thinking of is to break that a little bit by advising the

NOCs, saying "would you consider a member for your country but it has to be a woman."

But then the woman needs to be recognized in their own country. It must be someone who has a say in sport.

/ Q: WITH LESS THAN 365 DAYS UNTIL THE SINGAPORE YOUTH OLYMPICS, DO YOU HAVE HIGH EXPECTATIONS OF THE GAMES, WHAT IT CAN DO FOR THE OLYMPIC MOVEMENT AND MEDIA INTEREST IN IT?

JR: I will be very blunt with you. I am absolutely not concerned today about media and broadcasting coverage. As you know we wisely decided not to go for selling the TV rights. We are going to give to the media a highlights produced by [Olympic Broadcasting Services] Manolo Romero. This is something that has to grow. You cannot expect this to be at the level and sophistication of the Olympic Games, and we even don't want this to be at that level. I want it to remain frugal.

For the kids, it's going to be wonderful and that's for me the most important. I'm sure you will be there and I think you will be touched by the magic. I started with these youth events in Europe back in 1991 and created the European Youth Olympic Festival. It started slowly also with not much media attendance, and today there is still not much media attendance. But the atmosphere there is fantastic, and the national Olympic committees are enthusiastic. They all want to participate and prepare their teams. We have a long list now of Olympic champions that were participants, and I am a strong believer in that.

/ Q: ARE YOU CONFIDENT SOCHI 2014 WINTER OLYMPIC ORGANIZERS CAN GET EVERYTHING BUILT ON TIME?

JR: We are sending, on a regular basis, experts—contractors and construction experts—to check and to monitor. They are telling us that it is a big work but very achievable and there is no red light whatsoever that is coming back to us. On a personal note, I have seen what the Russians are capable of doing in terms of sport; it is a big powerful country. Don't underestimate the huge love for sport and the pride they have for their Games in Sochi. They will deliver, there is no doubt about that. +

NOMINEES FOR THE IOC

MEET THE SIX CANDIDATES

THE FOLLOWING CANDIDATES WILL BE PROPOSED FOR ELECTION TO THE IOC AT THE 121ST IOC SESSION. ALL SIX ARE LIKELY TO BE ELECTED. THAT WOULD BRING THE TOTAL IOC MEMBERSHIP TO 112.



RICHARD PETERKIN

Country: St. Lucia

Fast facts: President of the St. Lucia Olympic Committee. Peterkin has worked for years to get more governmental support for Olympic sports. St. Lucia, population 170,000, has been part of the Olympic Movement since 1993. It sent four Olympians to Beijing.



CROWN PRINCE FREDERIK OF DENMARK

Country: Denmark

Fast facts: Expected to replace Kai Holm representing Denmark on the IOC. Frederik is a yachtsman, distance runner and horseman. He is heir to Denmark's throne. Under the country's constitution, the royal family has no political power and must refrain from involvement in political parties. He was nominated for the IOC position in 2006 and vowed never to mix sports and politics.



HABU AHMED GUMEL

Country: Nigeria

Fast facts: President of the Nigerian Olympic Committee. In July, he was elected treasurer general of the Association of National Olympic Committees of Africa (ANOCA). He recently became an executive vice-president with FIVB.



HABIB ABDUL NABI MACKI

Country: Oman

Fast facts: Vice chairman of the National Olympic Committee of Oman and vice president of the Olympic Council of Asia. Also serves as director of Muscat Asian Beach Games Organizing Committee (MABGOC). He was part of the delegation that met the Olympic torch in Oman leading up to the Beijing Olympics.



LYDIA NSEKERA

Country: Burundi

Fast facts: In September of 2004, she became the first female president of an African football association when she was selected to lead the Burundi Football Federation following a financial corruption scandal. As president, she re-established relations between FIFA and the BFF. In March, she received the IOC's 2009 Women and Sport Award for getting women involved in all levels of sports. She also campaigns to raise awareness of sexual violence against women and HIV/AIDS.



GORAN PETERSSON

Country: Sweden

Fast facts: Petersson serves as president of ISAF. The former competitive sailor has been a fixture of the ISAF administration since the 1970s. Responsibilities with ISAF include IOC relations, ASOIF relations and overall strategy. He is founder and president of the Stora Lundby Golf Club.

An Expression of Gratitude

As we approach the election of the Host City for the 2016 Olympic and Paralympic Games, Chicago 2016 would like to convey our heartfelt thanks to the many people and organizations that have helped us along the way:

To the Members and administration of the International Olympic Committee, for their advice, counsel, experience and wisdom and for their commitment to advancing peace, friendship and youth development through sport

To the Members of the IOC Evaluation Commission, for their tireless work and dedication during this bidding process; their insight and knowledge have strengthened our plan for the Games

To the leaders of the International Sport Federations, who devote their lives to promoting sport around the world and developing the athletes that awe and inspire

To the National Olympic Committees, whose energy and commitment to build sport in their countries ensure that every Games is a truly global celebration that unites all nations

To the Olympians and Paralympians, who have inspired us and helped to shape and refine our plan for the Games

And to lovers of the Games, who celebrate competitors in victory and defeat and share the vision of a better world through sport

Chicago 2016 is indebted for their sacrifice in service to sport—and for the difference they have made in our bid. We have treasured our experiences and look forward to continuing to advance the Olympic Movement with you in the years ahead.



CHICAGO 2016
CANDIDATE CITY

let friendship shine™



thank you for your support



london2012.com/joinin

ON YOUR MARK!

2018 WINTER
BIDS GET SET

The month of October brings not only the end of the campaign for the 2016 Summer Olympics, but also official start of the race for the 2018 Winter Games.

Cities may begin using an applicant logo on Oct. 3, one day after the IOC selects the 2016 host city. The deadline for NOCs to submit the names of applicant cities is Oct. 15.

Unlike the Summer Games, which had nine applicant cities for 2016, the Winter Olympics are running out of cities willing to commit time and resources to a bid.

PyeongChang, South Korea, will launch its third straight bid after finishing second in 2010 and 2014.

Munich, Germany, which hosted the 1972 Summer Games, hopes to become the first city to host both the Summer and Winter Olympics. Figure skater Katarina Witt has been named chair of the Munich bid committee.

Anncy, France, is the third city—and second within Europe—to officially declare its intentions of bidding.

Harbin, China, is also considering a bid.

If there are only three applicants, it would be the smallest initial field since 1988.

The U.S. Olympic Committee has steadfastly insisted it will not bid for the 2018 Winter Games should Chicago lose the 2016 race. Denver, Colorado, and Reno-Tahoe, Nevada, have indicated interest in bidding.

Geography could work against a European bid in 2018 because of Sochi's victory for 2014. Other European contenders of the past—including Sofia, Bulgaria, Ostersund, Sweden, Slovakia and Austria—have had their hopes crushed enough times that they are sitting this one out. Sweden bid for every Winter Olympics from 1984 to 2002—comprising bids from Gothenburg, Falun and Ostersund—without a win. Interest by Tromso, Norway, was doused by a lack of support.

The 2018 host city will be elected on July 6, 2011, during the IOC Session in Durban, South Africa.

Other key dates in the 2018 bidding process:

- By Nov. 1, 2009, cities must sign the candidature acceptance procedure and pay the \$150,000 applicant fee.
- The IOC will have an information seminar for applicant cities Dec. 2 to 5 in Lausanne. Cities also will take part in the Olympic Games Observers Program in Vancouver Feb. 12 to 28 during the 2010 Winter Olympics.

Submission of the application file and guarantee letters to the IOC must be made by March 15, 2010. The IOC will examine the replies through June 2010, when the IOC will accept candidate cities and narrow the field if necessary.

Candidate cities are required to pay a non-refundable fee of \$500,000 and must submit their candidature files (bid books) to the IOC by Jan. 11, 2011. The Evaluation Commission will make its visits in February / March 2011 and submit its report on June 6, 2011. +



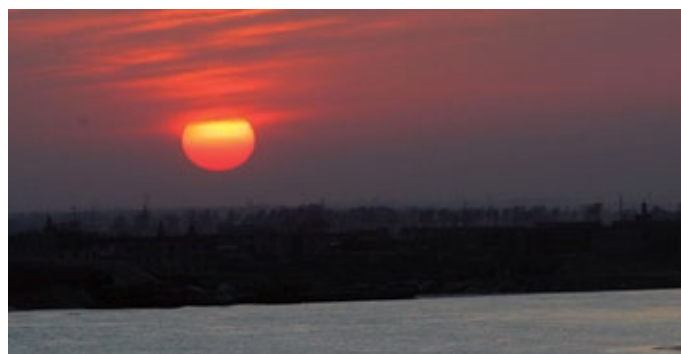
/ PYEONGCHANG, SOUTH KOREA



/ MUNICH, GERMANY



/ ANNECY, FRANCE



/ HARBIN, CHINA



WRITTEN BY:
KAREN ROSEN,
CORRESPONDENT, THE AMERICAS

OLYMPIC

CONGRESS

The Olympic Congress set for Oct. 3-5 is meant to help set the agenda for the Olympic Movement as it heads into the 21st century. The 12th congress since the formation of the IOC in 1894, the Copenhagen congress is the first Olympic Congress since Paris in 1994.

Discussions on five themes are planned from Oct. 3 to 5. The themes are: the athletes; the Olympic Games; the structure of the Olympic Movement; Olympism and youth; and the digital revolution.

“If I am elected it is clear that many conclusions of the congress will have to be implemented and that, of course, will be a very busy activity. We will have to amend the [Olympic] Charter and make provisions for new discussions,” IOC President Jacques Rogge has said.

OLYMPIC CONGRESS SCHEDULE

SAT / OCT. 3	9:00-10:00	Opening of the XIII Olympic Congress	Hall A, Bella Center
	10:00-11:15	<i>Theme 1: The Athletes: Plenary session</i>	Hall A, Bella Center
	11:30-1:00	<i>Sub-theme 1.1: Relationship between the athletes, the clubs, federations and the NOCs: Discussion session</i>	Auditorium, Bella Center
	11:30-1:00	<i>Sub-theme 1.2: Health protection in training and competition: Discussion session</i>	Auditorium, Bella Center
	11:00-1:00	<i>Sub-theme 1.3: The social and professional life of athletes during and after elite competition: Discussion session</i>	Auditorium, Bella Center
	1:00-3:00	Lunch	Catering Area, Bella Center
	3:00-4:15	<i>Theme 2: Olympic Games: Plenary session</i>	Hall A, Bella Center
	4:30-6:00	<i>Sub-theme 2.1: How to keep the Games as a premier event?: Discussion session</i>	Auditorium, Bella Center
	4:30-6:00	<i>Sub-theme 2.2: Olympic values: Discussion session</i>	Auditorium, Bella Center
4:30-6:00	<i>Sub-theme 2.3: Universality and developing countries: Discussion session</i>	Auditorium, Bella Center	
SUN / OCT. 4	9:00-10:15	<i>Theme 3: The structure of the Olympic Movement: Plenary session</i>	Hall A, Bella Center
	10:30-12:00	<i>Sub-theme 3.1: The autonomy of the Olympic Movement: Discussion session</i>	Auditorium, Bella Center
	10:30-12:00	<i>Sub-theme 3.2: Good governance and ethics: Discussion session</i>	Auditorium, Bella Center
	10:30-12:00	<i>Sub-theme 3.3: The relationships between the Olympic Movement and its stakeholders: Discussion session</i>	Auditorium, Bella Center
	12:00-2:00	Lunch	Catering Area, Bella Center
	2:00-3:15	<i>Theme 4: Olympism and Youth: Plenary session</i>	Hall A, Bella Center
	3:30-5:00	<i>Sub-theme 4.1: Moving towards an active society: Discussion session</i>	Auditorium, Bella Center
	3:30-5:00	<i>Sub-theme 4.2: Is competitive sport still appealing?: Discussion session</i>	Auditorium, Bella Center
	3:30-5:00	<i>Sub-theme 4.3: Youth sport events: Discussion session</i>	Auditorium, Bella Center
7:30-10:00	Reception hosted by the City of Copenhagen (by invitation)	Town Hall	
MON / OCT. 5	8:00-9:00	Breakfast for 2009 Congress Commission and 2009 Congress Editorial Committee	Bella Vista Restaurant
	9:00-10:15	<i>Theme 5: The Digital Revolution: Plenary session</i>	Hall A, Bella Center
	10:30-12:00	<i>Sub-theme 5.1: A new management of sports rights: Discussion session</i>	Auditorium, Bella Center
	10:30-12:00	<i>Sub-theme 5.2: How to increase the size of the sports audience?: Discussion session</i>	Auditorium, Bella Center
	10:30-12:00	<i>Sub-theme 5.3: Communication with stakeholders in the digital age: Discussion session</i>	Auditorium, Bella Center
	12:00-2:00	Lunch	Catering Area, Bella Center
	12:00-3:30	Adaptation of final document by the 2009 Congress Commission (2009 Congress Commission only)	Auditorium 10, Bella Center
	3:45-5:00	Presentation of final document and end of the Congress	Hall A, Bella Center
6:30	IOC President's press conference	Media Briefing Room, Auditorium 15, Bella Center	



ON YOUR MARK, JET SET, GO!

BE SO CLOSE TO THE **SPECTACLE**, THE **GLORY** AND THE **DRAMA** OF THE **OLYMPIC GAMES**, THAT NOTHING IS LEFT TO THE **IMAGINATION**.



OFFICIAL HOSPITALITY SERVICES PROVIDER
OF THE **VANCOUVER 2010**
OLYMPIC WINTER GAMES

- **HOSPITALITY PACKAGES**
- **TICKETS**
- **ACCOMMODATIONS**

WWW.JETSETSPORTS.COM | JETSET@JETSETSPORTS.COM | +1 908.766.1001






+ THE BUSINESS OF WORLD FOOTBALL

world football  **INSIDER**

WORLDFOOTBALLINSIDER.COM
a publication of aroundtherings.com

“**THE** GO-TO SOURCE FOR BUSINESS
NEWS ABOUT INTERNATIONAL SOCCER.”

-  Preparations for the 2010 World Cup / South Africa and the 2014 World Cup / Brazil.
-  2018 and 2022 World Cup bids.
-  The inside line on FIFA, its 208 member associations, the six continental confederations.

info@worldfootballinsider.com
Around the Rings, Inc.
1776 Peachtree Street, Suite 436 North
Atlanta, GA 30309 USA
P +1 404 874 1603
F + 1 404 874 3248

FIND US ON:





Rio is ready

to stage the first Games in South America,
using existing world-class and world-famous venues...



Photo: RIOTUK Archive



 **rio2016**
CANDIDATE CITY

Live your passion

full of Brazilian passion and **Rio's unique character and spirit...**

and to host every sport in

one of the world's most beautiful cities!



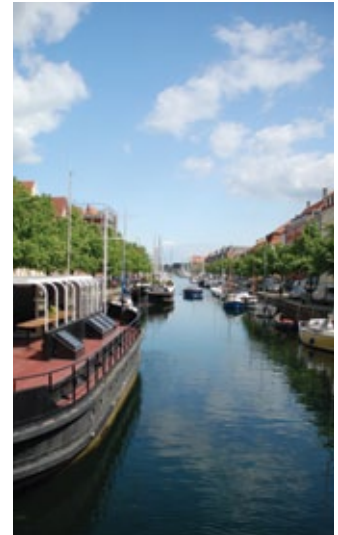
www.rio2016.org

COPENHAGEN HOTSPOTS

WHAT'S DOING IN THE DANISH CAPITAL



/ NYHAVN (LIT. "NEW HARBOR"): A POPULAR AREA IN COPENHAGEN



COPENHAGEN COMBINES OLD WORLD CHARM WITH 21ST CENTURY MODERNISM. It's easy to get around this small urban area, with everyone from taxi drivers to people on the street eager to tell visitors that they live in one of the world's best cities. People-watching here has a little something extra: it's not unusual to run into a member of the royal family shopping in the supermarket or running other errands. Be sure to check out Danish design—it features clean, classic lines that have influenced generations of products that run the gamut from furniture and housewares to clothing. Here are some tips for things to see and do.

SPORT

2009 is the Year of Sport in Denmark, and in October, it's all about the IOC Session. "Copenhagen Countdown" will be a major attraction in the central City Hall Square Oct. 1–2. Try different sports, meet sports celebrities and stay for music in the evenings.

Oct. 6: Hosting Winners: half-day afternoon conference on trends in bidding for and hosting major sports events; features the winning 2016 city. Free for media. Downtown Copenhagen.

Information:
www.sporteventdenmark.com

SHOPPING

Strøget and Købmagergade: The world's most famous designers, including Prada, Louis Vuitton, Mulberry and Marc Jacobs, can be found on these two long shopping streets.

Ravnsborggade: Shoppers looking for antiques will find many antique dealers on Ravnsborggade.

Fisketorvet Shopping Centre: Copenhagen's first major shopping mall offers various shops, restaurants and a movie theater.

DINING

Delicatessen: This restaurant offers brunch between 8:00 and 15:00. The menu includes omelet, salads, oysters Chardonnay, roasted breast of guinea fowl and pasta with chicken.

Riz Raz: With two locations in Copenhagen, Riz Raz offers Mediterranean cuisine and a vegetarian self-service buffet.

Noma: Located in a refurbished warehouse, Noma serves Nordic gourmet food including seafood and wines and champagnes.

SIGHTSEEING

Local organizers have put together a series of free tours for media every day except Oct. 2.

Information:
<http://tiny.cc/sightseeing73>

NIGHTLIFE

La Fontaine: Copenhagen's oldest jazz location offers live music to those wanting to groove to jazz while enjoying a beer.

Vinbaren: This location offers a selection of wine from around the world, champagne and cocktails.

Café Summerhuset: Visitors can enjoy steak and wine while listening to jazz at this outdoor café. +

... it's not unusual to run into a member of the royal family shopping in the supermarket or running other errands...



+ KING'S GATE
Royal Palace, Copenhagen



THE POWER OF SPORT IS UNIVERSAL

SPORT IS POWER — Unbridled, unrivaled, unmatched. Great challenges present great opportunities and sport has the power to elevate these opportunities. At Helios, we can help you realize a return on investment through these challenging times. heliospartners.com

JUDO

“The highest application of mind and body.”

Dr. Jigoro Kano



www.ijf.org

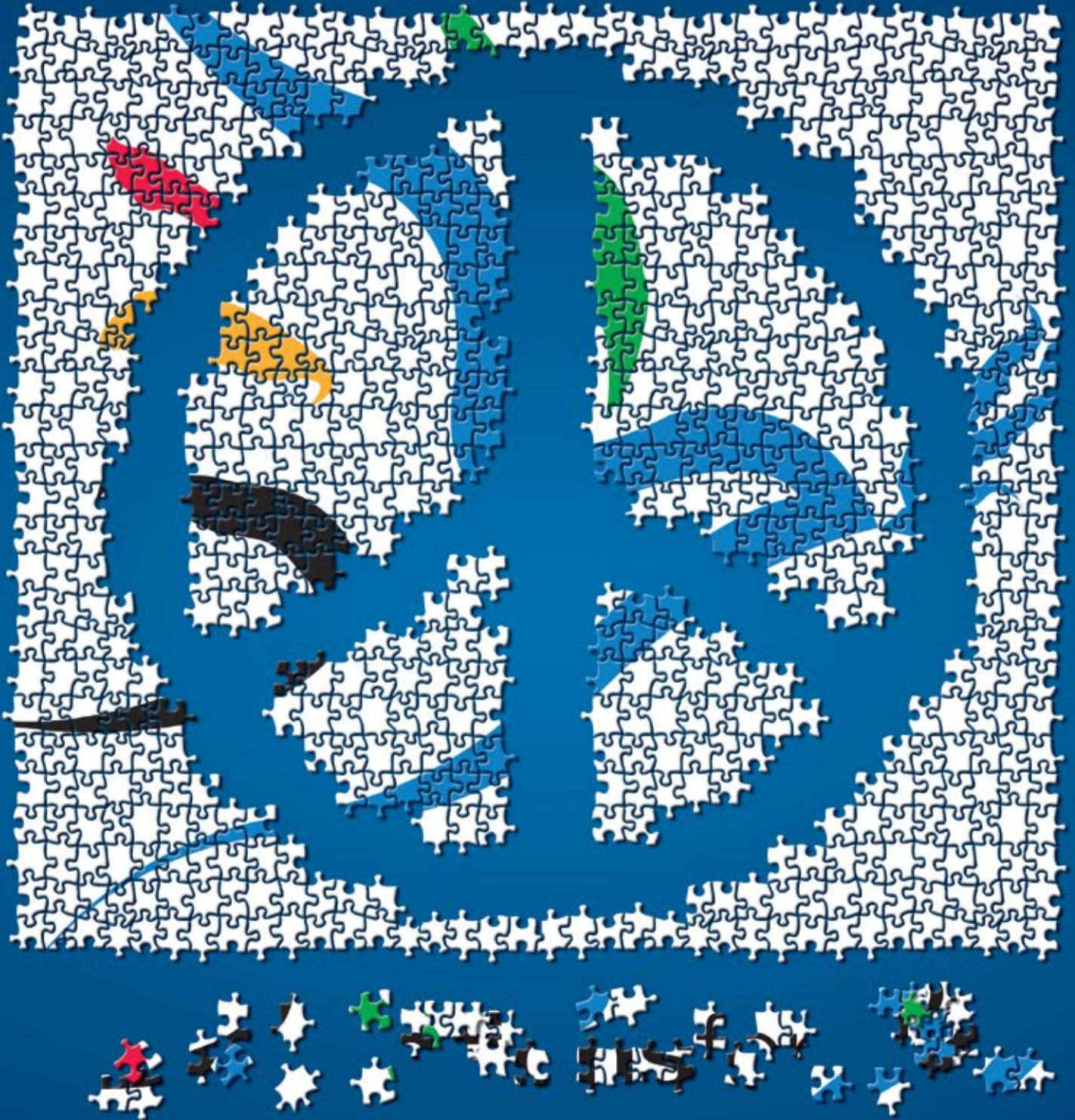
Iconologic

Twenty years of Olympic design

iconologic.com
+01 404 260 4513



33,000 Reasons to Hope



In the last **2** years, **267** leaders of youth in conflict zones across **28** African and Asian Countries have been trained by Generations For Peace. They have gone on to train **1550** additional leaders of youth. As a result **167** sports projects are now benefiting **33,000** young people in conflict.

And this is just the start

www.generationsforpeace.com



DESTINATION UK

**VISITBRITAIN CEO
SANDIE DAWE LOOKS
AHEAD TO 2012**

/ Q: GIVEN THAT GREAT BRITAIN AND LONDON ARE TOURIST DESTINATIONS YEAR-ROUND, WHAT IS NEEDED TO GEAR UP FOR THE LONDON OLYMPICS?

SD: We're gearing up particularly around offering a fantastic welcome to everybody and to make sure the experience for visitors during the Games is second to none.

that there will be four billion people watching the Games who don't necessarily have a great deal of knowledge about London and Britain. So for us to be able to showcase how friendly and welcoming we are and the fact we can put on a fantastic party and festival, which is the intention around the Games, our strategy is that that will refresh interest in London and Britain as a tourist destination. So I think when we're talking about the States for example, we would like to refresh interest in a visit to the U.K. But importantly for us, in emerging markets for tourism such as India, China, Brazil and Mexico, they don't have a very strong image necessarily of what's here so it is really important to present us as somewhere interesting, to get us on the radar for visitors to come here after the Games, having seen those fantastic images.

“We’re seeing the Olympics as being the jewel in the crown of a decade of sports across the whole of Britain.”



/ Q: AND WHAT EXACTLY ARE YOU DOING TO ENSURE THAT?

There is a whole host of things and as you say, London is already a major visitor destination but what we're really interested in is the fact

/ Q: WITH SO MANY POTENTIAL VISITORS TO THE OLYMPICS FROM EUROPE IN 2012, IS THERE ROOM IN LONDON FOR THEM?

SD: Yes absolutely. London is more than capable of coping with numbers of spectators, whether it is transport, dining, attractions or entertainment. London has

over 100,000 hotel rooms and by 2012 there will be over 135,000 rooms within 50km of the Olympic Park. So I think by any standards we are much bigger than any of the other previous host cities in terms of that capacity—visitor capacity. And the transport system moves many more passengers each day than previous host cities.

THE OTHER THING, AUGUST IS A QUIET TIME IN LONDON SO DURING THE TIME OF THE GAMES IS WHEN THE BUSINESS AND CORPORATE MARKET IS NOT HERE SO ROOMS ARE FREED UP.

And also because of school holidays there is a lot less school traffic on the roads. The connections are fantastic. The transport connections are such that you can move from one side of London to the other very quickly or indeed from the perimeter of London into the Games because where the main stadium is located, new rail lines and fast connections are being built, including a Eurostar connection which means people will come in from points in Europe very quickly directly into the venue.

/ Q: WHAT ABOUT STAYING OUTSIDE LONDON? IS THIS A PRACTICAL OPTION?

SD: Yes indeed! I think because of that connectivity and also when you just consider how small Britain is compared to China or Australia which have been previous hosts to the Games.

It is certainly going to be possible for people living in other parts of the U.K. and for visitors basing themselves on the perimeter of London to visit the Games very easily.

/ Q: WHAT KINDS OF IMPROVEMENTS ARE BEING MADE TO LONDON AIRPORTS?

SD: Well we've already seen the new terminal 5 complete and open and functioning at Heathrow. It is a fabulous terminal. There are further improvements at Heathrow on the other terminals. There are expansions and improvements at City Airport, and across the other London gateways as well. We've got Stanstead and Gatwick and Luton so London's got great connectivity around the transport hubs.

The other key thing is all these other airports have a fast rail link directly into London. So your connectivity on rail or Tube is very easy from those airports and I think that is

not necessarily the case at every capital city. Across that there are issues about welcome and on arrival passing through immigration, quick connectivity with your onward journey we are conscious of. We've been, at VisitBritain, leading a "Welcome to Britain" group to tackle some of these problems and actually the Olympics in 2012 has acted as a catalyst for the work of this group. It's something that we know we need to do.

We know we've got to get this right now, not just for 2012. This group is actually looking at things such as welcome branding and signage at airports but also things to do with pre-arrival—the streamlining of the visa process, information available pre-arrival, we actually sell tickets and Oyster Cards and passes on our Web site. We sell that also through our visa service in countries where you need a visa to come here so that people actually can buy before they fly, so there are a number of things we are doing, not so much about infrastructure, but more about service, service delivery, welcome, streamlining and those processes.

/ Q: LONDON HAS A REPUTATION AS A COSTLY DESTINATION—WILL THAT BE TRUE FOR THE OLYMPICS?

SD: Well, first and foremost the pound is a lot less strong than it was a year or so ago and that message is well and truly out there. So this year, we're seeing a lot more European leisure visitors coming in because of the euro-pound exchange rate. It is also very favorable in relation to the dollar so I think that is already dealing with some of those perception and reputation issues. It is true that London, like many capital cities, is more expensive than other parts of Britain but there can be issues around an Olympics where prices go up.

We've worked with Visit London and the hospitality industry to develop a fair pricing and practice charter. Though it is voluntary, many in the industry have already signed up, particularly across the events and hospitality sector. We are doing what we can to ensure that there isn't an increase in prices around the timing of the Games.

/ Q: WHAT ARE YOUR EXPECTATIONS FOR TOURISM RELATED TO THE OLYMPICS FOR THE REST OF THE COUNTRY?

SD: Our strategy at VisitBritain is very much to make the whole Games work for the whole of Britain and not just London. And so we're looking at some of the unique features around the Olympics that really play to rest of the country.

We're looking at other angles; for example, Much Wenlock in Shropshire is actually the home of the Olympics and the man, Doctor William Penny Brookes, was the Doctor who inspired de Coubertin and that was his home and they have the Olympian Games every year. We've already had Chinese TV crews going to Much Wenlock to follow that story.

A huge celebration is planned around the torch relay and a big effort is being put into the Cultural Olympiad and it's not just going to be in the six weeks or six months in the lead up to the Games, it is actually rolling out as we speak. New works of art being commissioned around the regions, there will be international Shakespeare festivals and so on. And a lot of our towns, cities and regions are planning a live site, that's a partnership with LOCOG, so they can create their own Olympic experience around a big screen.

It's really the whole country getting behind the Olympics and having a slice of it for themselves so it's not just a London experience and we will be leveraging that around our marketing and media and so on.

We're seeing the Olympics as being the jewel in the crown of a decade of sports across the whole of Britain. The fact that we are hosting the 2014 Commonwealth Games in Glasgow, the 2015 Rugby World Cup, the 2009 Ryder Cup in Wales, we've got hopes for a successful bid to be the FIFA World Cup in 2018 all in addition to the global events we host every year such as Wimbledon, so our ability to bid successfully for these big events and to put on a fantastic show is actually driving a huge aspect of our visitor economy.

/ Q: OUTSIDE OF THE OLYMPICS, WHAT WILL BE THE MOST POPULAR PLACE FOR VISITORS?

SD: Our top towns for international visitors in a regular year would be places like Edinburgh, Manchester, Birmingham and Liverpool—the big cities. And also historical cities like York, Bath, Oxford and Cambridge. But I think people will be drawn to the Cotswolds and the Lake District if they want to have a counterpoint to the city, and let's not forget the places that are hosting other parts, or other aspects of the Games—the Weymouth in Portland, the rowing in Eton and Windsor, the football around the different venues around the country. +



From departure to arrival, I'm ready to take on the world

Excellence in Reach You step off that plane, and business becomes your game. Are you ready? With one of the largest global networks and 861 connecting flights, we'll be the pillar that helps you achieve success in your business.

MADE IN DENMARK

Denmark is set to welcome the world's most influential sports executives when Denmark hosts the 121st IOC Session and XIII Olympic Congress in October 2009. Sport Event Denmark has secured more than 250 major events throughout the years to the benefit of both our national and international partners. And several others are in the pipeline.

World Artistic Gymnastics Championship 2006 (FIG)

World Women's Match Racing Championship 2006 (ISAF)

World Orienteering Championships 2006 (IOF)

Volvo Youth Sailing World Championship 2008 (ISAF)

UEFA Congress 2009 (UEFA)

121st Session & XIII Olympic Congress 2009 (IOC)

World Taekwondo Championships 2009 (WTF)

World Wrestling Championships 2009 (FILA)

World Cup Final Archery 2009 (FITA)

World Standard Championship 2009 (IDSF)

World Track Cycling Championships 2010 (UCI)

World Championships RS:X Windsurfing 2010 (ISAF)

World Women's Curling Championship 2011 (WCF)

World Road Cycling Championships 2011 (UCI)

UEFA European Under-21 Championship 2011 (UEFA)

SPORT EVENT DENMARK

Hosting Winners



SUMMER OLYMPIC HOST CITY VOTES

HOW THEY FARED

/ BREAKDOWN OF VOTING FOR HOST CITIES: SUMMER OLYMPIC GAMES									
/ IOC SESSION #	/ IOC SESSION LOCATION	/ YEAR OF IOC VOTE	/ YEAR OF GAMES	/ BIDDING CITY	/ VOTES BY ROUND				
					1	2	3	4	5
117	Singapore	2005	2012	London	22	27	39	54	
				Paris	21	25	33	50	
				Madrid	20	32	31		
				New York	19	16			
				Moscow	15				
112	Moscow	2001	2008	Beijing	44	56			
				Toronto	20	22			
				Paris	15	18			
				Istanbul	17	9			
				Osaka	6				
106	Lausanne	1997	2004	Athens	32		38	52	66
				Rome	23		28	35	41
				Cape Town	16	62	22	20	
				Stockholm	20		19		
				Buenos Aires	16	44			
101	Monte-Carlo	1993	2000	Sydney	30	30	37	45	
				Beijing	32	37	40	43	
				Manchester	11	13	11		
				Berlin	9	9			
				Istanbul	7				
96	Tokyo	1990	1996	Atlanta	19	20	26	34	51
				Athens	23	23	26	30	35
				Toronto	14	17	18	22	
				Melbourne	12	21	16		
				Manchester	11	5			
				Belgrade	7				
91	Lausanne	1986	1992	Barcelona	29	37	47		
				Paris	19	20	23		
				Belgrade	13	11	5		
				Brisbane	11	9	10		
				Birmingham	8	8			
				Amsterdam	5				
84	Baden-Baden	1981	1988	Seoul	52				
				Nagoya	27				
80	Athens	1978	1984	Los Angeles					
75	Vienna	1974	1980	Moscow	39				
				Los Angeles	20				
69	Montreal	1970	1976	Montreal	25	41			
				Moscow	28	28			
				Los Angeles	17				
						* 1			
					* blank vote				
64	Rome	1966	1972	Munich	29	31			
				Madrid	16	16			
				Montreal	6	13			
				Detroit	6				
60	Baden-Baden	1963	1968	Mexico City	30				
				Detroit	14				
				Lyon	12				
				Buenos Aires	2				
55	Munich	1959	1964	Tokyo	34				
				Detroit	10				
				Vienna	9				
				Brussels	5				

/ BREAKDOWN OF VOTING FOR HOST CITIES: SUMMER OLYMPIC GAMES									
/ IOC SESSION #	/ IOC SESSION LOCATION	/ YEAR OF IOC VOTE	/ YEAR OF GAMES	/ BIDDING CITY	/ VOTES BY ROUND				
					1	2	3	4	5
50	Paris	1955	1960	Rome	15	26	35		
				Lausanne	14	21	24		
				Detroit	6	11			
				Budapest	8	1			
				Brussels	6				
				Mexico City	6				
				Tokyo	4				
43	Rome	1949	1956	Melbourne	14	18	19	21	
				Buenos Aires	9	12	13	20	
				Los Angeles	5	4	5		
				Detroit	2	4	4		
				Mexico City	9	3			
				Chicago	1				
				Minneapolis	1				
				Philadelphia	1				
				San Francisco	0				
				40	Stockholm	1947	1952	Helsinki	14
Minneapolis	4	5							
Los Angeles	4	5							
Amsterdam	3	3							
Detroit	2								
Chicago	1								
Philadelphia	0								
39	Lausanne	1946	1948	London					
38	London	1939	1944	London	20				
				Rome	11				
				Detroit	2				
				Lausanne	1				
N/A	N/A	1938	1940	Helsinki					
				Tokyo*					
				London**					
				* Tokyo declined the 1940 Games due to World War II ** Put in its formal application for the Olympic Games of 1944					
31	Vienna	33	1936	Berlin	43				
21	Rome	1923	1932	Barcelona	16				
				Los Angeles					
* unanimous vote									
19	Lausanne	1921	1928	Amsterdam					
19	Lausanne	1921	1924	Paris					
				Amsterdam					
				Los Angeles					
				Rome					
17	Lausanne	1919	1920	Antwerp					
				Lyon					
14	Stockholm	1912	1916	Berlin					
				Budapest					
10	Berlin	1909	1912	Stockholm					
6	London	1904	1908	Rome					
				Berlin					
4	Paris	1901	1904	Chicago					
1	Paris	1894	1900	Paris					
1	Paris	1894	1896	Athens					

GAMEDAY

MANAGEMENT GROUP™

We Are Event Transportation!



Gameday Management Group continues to apply the latest technology to our proven methodologies in planning and managing the transportation for the world class events we have managed for over fifteen years.

Transportation Consulting • Parking Management
Special Event Transportation Planning • Event Transportation Shuttle

1.888.648.0213

www.GamedayManagement.com

Bigger than Ever



As a global sport, taekwondo gives hopes to 189 member nations around the world.

Sportel MONACO 20

ONLINE

ATHLETES

3

BROADCAST

DIGITAL EXPANSION

THE INTERNATIONAL SPORTS CONVENTION
FOR TELEVISION & NEW MEDIA

Supported by :



INTERNATIONAL
OLYMPIC
COMMITTEE

www.sportelmonaco.com

12-15 OCTOBER 2009

GRIMALDI FORUM - MONACO

When it Comes to Event Transportation...



The Choice is Clear



Event Transportation > **Simplified**

www.tms-llc.com

+1.301.260.2070



Transportation Management Services specializes in transport design, planning and operations for major international events.

Cape Town | Chicago | Dallas | Houston | Johannesburg | Las Vegas | London | Los Angeles | Miami | Orlando | Philadelphia | Seattle | Vancouver | Washington, DC

121ST IOC SESSION

CALENDAR

TH / OCT. 1	6:00 p.m. 7:00 p.m.	Presentation to the Head of State (by invitation) Opening Ceremony of the 121 st IOC Session (by invitation)	Copenhagen Opera House Copenhagen Opera House
FRI / OCT. 2	8:30 a.m.-8:45 a.m. 8:45 a.m.-9:55 a.m. 9:55 a.m.-10:20 a.m. 10:25 a.m.-11:35 a.m. 11:35 a.m.-12:00 p.m. 12:05 p.m.-1:15 p.m. 1:15 p.m.-2:40 p.m. 2:45 p.m.-3:55 p.m. 4:00 p.m.-5:40 p.m. 6:30 p.m.-7:00 p.m. 6:30 p.m.-9:00 p.m. 7:30 p.m.-8:45 p.m.	121 st IOC Session Chicago 2016 Presentation Break Tokyo 2016 Presentation Break Rio de Janeiro 2016 Presentation Lunch for IOC Members Madrid 2016 Presentation 121 st IOC Session; Election of the host city for the Games of the XXI Olympiad in 2016 Announcement of the host city for the Games of the XXI Olympiad in 2016 by the IOC President Reception hosted by the IOC President on the occasion of the election of the host city for the Games of the XXI Olympiad in 2016 IOC press conference with the host city for the Games of the XXXI Olympiad in 2016 and signature of the Host City Contract	Hall A, Bella Center Hall A, Bella Center Hall A, Bella Center Hall A, Bella Center Bella Vista Restaurant Hall A, Bella Center Hall A, Bella Center Auditorium, Bella Center Hall E, Bella Center Media Briefing Room, <i>Auditorium 15</i>

SATURDAY, OCTOBER 3 TO MONDAY, OCTOBER 5—OLYMPIC CONGRESS—SEE PAGE 16 FOR SCHEDULE

TU / OCT. 6	10:00 a.m.-4:00 p.m. 7:30 p.m.-10:00 p.m.	IOC Members' Cultural Activity Programme Dinner hosted by the IOC President for IOC Members and Accompanying Guest	Kronborg Castle Marriott Hotel
WED / OCT. 7	9:00 a.m.-6:00 p.m.	121 st IOC Session	Hall A, Bella Center
TH / OCT. 8	9:00 a.m.-6:00 p.m.	121 st IOC Session	Hall A, Bella Center
FRI / OCT. 9	9:00 a.m.-1:00 p.m. 1:30 p.m. 4:00 p.m.-6:00 p.m.	121 st IOC Session IOC President's press conference Reception hosted by the Organising Committee of the XIII Olympic Congress (by invitation)	Hall A, Bella Center Media Briefing Room, <i>Auditorium 15</i> Tivoli Gardens

Rising To Lead



www.aiba.org



CHICAGO 2016
CANDIDATE CITY

let friendship shine™

CHICAGO 2016: A lasting legacy of sport

Chicago 2016's plan for the Games places competition venues in the heart of the city and will deliver an extraordinary experience for athletes, the Olympic Family and spectators around the world. As important, the plan envisions new permanent facilities to host elite competitions post-Games and new programs to support youth sport for generations to come.

From top:

Olympian Dominique Dawes mentors a young Chicago gymnast.

Olympian Michael Phelps at a youth swim clinic in Chicago.

Chicago's city center in Games mode.





+ THE BUSINESS OF THE OLYMPICS

AROUND THE RINGS

AROUNDTHERINGS.COM

“THE COMPREHENSIVE OLYMPICS WEB SITE.”

/ Chicago Sun-Times

“THE GO-TO SOURCE FOR HOST-CITY SPECULATION.”

/ Newsweek

RESERVE YOUR SPACE NOW!

Vancouver 2010 Ultimate Insider's Guide **NOW ONLINE**
Golden 25 Special Edition—December 09

advertising@aroundtherings.com
1776 Peachtree Street, Suite 436 North
Atlanta, GA 30309 USA
P +1 404 874 1603
F +1 404 874 3248

FIND US ON:



Olympic Memorabilia Selling & Buying

Torches, Winners Medals,
Participation Medals, Posters,
Diplomas... From 1896 to 2008



Ingrid O'Neil - Sports & Olympic Memorabilia
P.O. Box 872048 Vancouver, WA 98687 USA
Telephone: +1 360 834 5202 / Fax: +1 360 834 2853
Ingrid@ioneil.com / www.ioneil.com

The Winning Business



Cities and countries seeking the world's greatest events do it. Federations staging international tournaments do it. Rights holders do it. Organising committees do it. Successful brands do it.

Winners know how to tell their story.

At VERO, we help create and tell winning stories. Born from the success of London's 2012 Olympic and Paralympic bid, VERO build successful campaigns, standout brands and develop winning narratives. We find the truth that's at the heart of your story and tell it to the right people in the right way: in words, in pictures, through events – to media, to sport, to decision makers, to governments, to business, to the public.

**We're in the winning business.
Are you?**



Contact:
Mike Lee OBE, CEO
VERO Communications
34-35 Southampton Street
London
WC2E 7HF
United Kingdom

t: +44 (0)20 7379 4000
e: mlee@verocom.co.uk
www.verocom.co.uk

From Bidding to Hosting

PHOTO CREDITS

COVER:	Photo by phototram (Flickr)
PAGE 1:	Photo by Getty Images Photo by Getty Images Photo by caspermoller (Flickr) Photo by Kirsten M Lentoft (Flickr)
PAGE 4:	Photo by Getty Images Photo by Mohammad Anas
PAGE 5:	Photo by eimoberg (Flickr)
PAGE 6:	Photo by Getty Images
PAGE 7:	Photo by Getty Images
PAGE 10:	Photo by Around the Rings* Photo by Getty Images
PAGE 12:	Photo by Around the Rings* Photo by Getty Images Photo by the Volleyball Federation of Serbia Photo by Getty Images Photo by Getty Images Photo by Getty Images
PAGE 15:	Photo by Around the Rings* Photo by Getty Images Photo by wili_hybrid (Flickr) Photo by Getty Images
PAGE 20:	Photo by Kirsten M Lentoft (Flickr) Photo by caspermoller (Flickr)
PAGE 21:	Photo by seier+seier+seier (Flickr)
PAGE 26:	Photo by Pablo Vieira (Flickr) Photo by VisitBritain

*ATR photos were taken with a Panasonic Lumix camera



Proposed Stadium for Winning JTA Client, Sochi 2014



The Winning Way
International Relations
and Communications
in Sport

T: +44 (0) 1892 860860 E: info@jtassoccs.com W: www.jtassoccs.com

WHERE SPORT MEETS

SportAccord is the new collective name for over 100 member associations including International Sports Federations and Rights Holders. Together, they award rights to more than 1,000 International Sports Events each year. The SportAccord International Convention is your annual opportunity to meet them and the global sport business community to exchange ideas and create partnerships that will define and shape the future of sport.

If you only attend one networking event in 2010, make sure it counts.

www.sportaccordconvention.com



DUBAI

25 – 30th April 2010

ATLANTIS HOTEL, THE PALM



As a decision-maker in the sports business, you could make a valuable contribution to achieving sustainable Peace through sport.



You can,
by attending

The International Forum “Peace and Sport” 2008 Monaco, 3 – 5 December



*The most important meeting place
for the highest authorities from politics, sport governing bodies, athletes and international organisations
to develop synergies and solutions to achieve sustainable Peace throughout the world.*

For more information about how you can participate, please contact : “Peace and Sport, Organisation pour la Paix et le Sport”
contact@peace-sport.org - www.peace-sport.org - tel : +377 9797 7800

CITY / VILLE



VENUES / SITES



PEOPLE / POPULATION



SETTING THE STAGE FOR HEROES FAÇONNER L'UNIVERS DES HÉROS

Setting the Stage for Heroes – a stage upon which every athlete can achieve his or her personal best – demands a world-class venue plan, an outstanding host city, and people who understand sport.

Façonner l'univers des héros. Une scène où chaque athlète peut donner le meilleur de lui-même requiert une parfaite organisation des sites, une ville d'accueil exceptionnelle et une population proche du sport.



TOKYO 2016
CANDIDATE CITY™

www.tokyo2016.or.jp