

Die Bewerbung und Durchführung von
Sportgroßveranstaltungen“:

Herausforderungen im Bereich Operations, Wissenstransfer
und Medienrechte



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Operations

Definition: Operations

- + Each event / organizing committee has a slightly different organizational structure
 - + However, generally speaking, any functional area that is necessary on the ground at an event delivering services to the key clients Sport, Media/Broadcast, Protocol, Marketing, Spectators and Workforce can be subsumed under Operations
 - + This would mostly include, but isn't limited to, the functional areas Accommodation, Accreditation, City Operations/ Last Mile, Cleaning Waste (and Snow Removal), Event Services, Food and Beverage, Logistics, Medical, Overlay, Power, Security, Transport, Technology, Venue Management
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Transfer of Knowledge

Definition: Transfer of Knowledge

Events are creating opportunities and risks for different clients.

... to ensure that future hosts could draw from the wealth of knowledge that is available about Games Organisation, while using it (the OGKM) to make their own projects more efficient and effective in delivering the highest quality conditions for the athletes of the world.

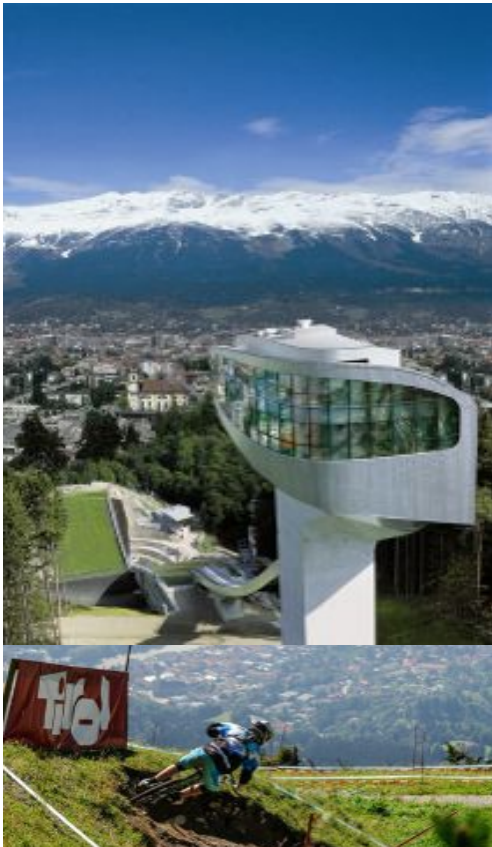
(“Factsheet Page OGKM & THE LONDON 2012 DEBRIEFING UPDATE – NOVEMBER 2012)

Capture information, learning, understanding and development.

Olympic Games are producing knowledge in

- ... 2 years of bidding,
- ... 7 years of preparation,
- ... 16 days of competition and
- ... 1 year of dissolution.





- 1964 Winter Olympic Games
- 1976 Winter Olympic Games
- 2005 Winteruniversiade and Ice Hockey World Championships men
- 2006 Handball Jun. European Championships
- 2008 UEFA Euro
- 2008 Special Olympics Austria
- 2012 1st Winter Youth Olympic Games
- 2016 International Children's Games



Media Rights

Case Studies

Operations

- UEFA EURO 2008
- London 2012

Transfer of Knowledge Media Rights

- WU 2005
- YOG 2012
- ICG 2016
- ...
- ...
- ...

Transfer of Knowledge



Ubetter be
there

WU 2005 to WYOG 2012

WU 2005 and YOG 2012 in Innsbruck/Seefeld.

Concepts similar – using the same venues.

One staff member with WU 2005 knowledge within WYOG 2012 OC.

No official OC to OC ToK, because of no existing ToK management provided by the city of Innsbruck.

Digital WU 2005 data partly used.

Hard copy WU 2005 notes partly used.

No official ToK from IOC to OC WYOG 2012, because WYOG 2012 was the inaugural event of its kind.

INNSBRUCK
2012
YOUTH OLYMPIC GAMES



1ST WINTER YOUTH OLYMPIC GAMES

13-22 JANUARY 2012



WYOG 2012 to WYOG 2016

City of Innsbruck to city of Lillehammer.

- different cities, different experiences
- different region, different starting level
- different culture, different vision
- different landscape, different business landscape, different budget

Official IOC YOG ToK took place in June 2012 in Lillehammer.

- two days of presentations from Innsbruck 2012 and over 30 YOG 2012 functions have transferred knowledge
- no operational LYOGOC 2016 in place yet
- at that point LYOGOC had not started with strategic and operational planning

IOC OGKM database from IOC could be used by OC.



INNSBRUCK-TIROL 2016



**International
Children's Games**

WYOG 2012 to ICG 2016

WYOG 2012 and ICG 2016 in Innsbruck.

Concepts nearly similar – using the same venues.

Innsbruck-Tirol Legacy GmbH as “keeper” of the YOG 2012 knowledge.

Bid of hosting the ICG 2016 was done by two former YOG 2012 “Heads”.

Idea was/is, to ...

- ... not loose the created knowledge again

- ... use the knowledge of the YOG 2012

- ... use and teach young people locally in event management

The future will show, how independent the organizing committee of the ICG 2016 will be able to use the intellectual property YOG 2012 created.

Operations



Case Study UEFA EURO 2008

- + Event taking place across two countries, one part of the EU the other one not
 - + Different laws, rules and regulations in various areas from building standards, venue permitting, customs regulations, night flight regulations to street signage standards
 - + Needs to be considered in contracts, planning, event execution
 - + Possible approach to tackle the challenge?
 - + UEFA EURO 2020 across all of Europe – the next big challenge in this context raising the level of complexity one step further
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Case Study Olympic Games London 2012



- + Major global capital with very limited road space for Games client transport
 - + Main mean of transport public transport which is not suitable for Games clients like athletes, officials, VIP, media, marketing partners
 - + Possible means of mitigating these challenges?
 - + Outlook Rio 2016 – the bigger challenge due to partly missing infrastructure and a less sophisticated system/administrator of the system
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