

教育部體育署  
出國報告（出國類別：國際會議）

參加「2024年 SportAccord 年會」  
報告

服務機關：教育部體育署

姓名職稱：國際及兩岸運動組許秀玲組長

派赴國家：英國伯明罕

出國期間：113年4月5日至4月13日

報告日期：113年4月18日

## 摘要

SportAccord 年會(下稱 SA 年會)自 2003 年起開始舉辦，每年舉辦 1 次，並由國際奧會 (IOC)、夏季奧林匹克運動總會聯合會 (ASOIF)、冬季奧林匹克運動總會聯合會 (AIOWF)、國際奧會認可的國際單項運動聯合會 (ARISF) 及獨立認可運動會員聯盟 (AIMS) 等國際組織共同支持。會議形式包含論壇、工作坊及攤位展示，議題涵蓋運動、媒體、法律等多元主題。同時，各國際組織亦會利用期間召開年度重要會議，堪稱國際體壇盛事。近年囿於疫情及 SA 年會組織改造(整併「國際單項運動總會聯合會」GAISF 轄下業務)，年會已停辦多年，今(113)年 4 月 7 日至 11 日在英國伯明罕恢復舉行，各方均將當關注。

本署於 106 年 11 月加入「國際活動主辦單位協會」(International Association of Event Hosts, IAEH)，該會每年亦於 SA 年會期間召開會員大會 (Annual General Meeting, AGM)。本署許秀玲組長為 IAEH 現任理事 (2023-2024 年)，爰奉派出席 2024 年 SA 年會並同時出席 4 月 8 日辦理之 IAEH AGM。另，我國即將辦理 2025 年雙北世界壯年運動會(下稱雙北世壯運)，主辦城市之一的臺北市體育局亦於本次會展設攤宣傳，爰本次出席會議目的包括善盡 IAEH 組織會員義務，鞏固 IAEH 理事職務席次，及掌握雙北世壯運國際宣傳情形。

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## 壹、目的

SA 年會為國際體壇盛事，為掌握國際趨勢，近年本署原則均派員出席。本署為 IAEH 會員，該會每年亦於 SA 年會期間召開會員大會(AGM)。本署許組長為 IAEH 現任理事（2023-2024 年），爰奉派出席 2024 年 SA 年會並同時出席 4 月 8 日辦理之 IAEH AGM。另，我國即將辦理雙北世壯運，主辦城市之一的臺北市體育局亦於會展期間設攤宣傳，爰本次出席會議目的包括善盡 IAEH 組織會員義務，鞏固 IAEH 理事職務席次，及掌握雙北世壯運國際宣傳情形。

### 一、SA 年會

SA 年會自 2003 年起舉辦，迄今已成為國際體壇人士交流重要平台，出席者包括各國際運動組織領導人、各國際賽會申籌辦城市、國際運動行銷公司及傳播媒體等。我國參與緣起於國際總會要求，包括高雄市於 2004 年獲得 2009 世界運動會主辦權，應國際世界運動總會(IWGA)要求開始參展；臺北市於獲 2017 年世界大學運動會主辦權後，應國際大學運動總會（FISU）要求參展；新北市於 2010-2015 年期間，亦曾因申辦 2020 年亞沙運及 2023 年亞運會緣故參展多年。近年，我國城市多未參展，直至今年，臺北市再次於 2024 年 SA 年會設攤宣傳 2025 年雙北世壯運。

有鑑於 SA 年會於奧林匹克體系之重要性，我國臺北市及高雄市亦曾多次嘗試申辦，惟囿於地緣政治影響及 SA 組織內部改組因素，終究無功而返。英國本次為第二次主辦，前次係由倫敦於 2011 年主辦。歷年主辦之國家及城市整理如下表。

年份	國家	主辦城市	備註
2003	西班牙	馬德里	首屆會議地點
2004	瑞士	洛桑	
2005	德國	柏林	
2006	韓國	首爾	
2007	中國	北京	
2008	希臘	雅典	

2009	美國	丹佛	
2010	阿拉伯聯合大公國	杜拜	
<b>2011</b>	<b>英國</b>	<b>倫敦</b>	
2012	加拿大	魁北克	
2013	俄羅斯	聖彼得堡	
2014	土耳其	貝勒克	
2015	俄羅斯	索契	
2016	瑞士	洛桑	
2017	丹麥	哥本哈根	
2018	泰國	曼谷	
2019	澳洲	黃金海岸	
2020-2023 因疫情影響，未舉辦實體會議			
<b>2024</b>	<b>英國</b>	<b>伯明罕</b>	本次會議地點

## 二、IAEH AGM

為拓展國際交流管道並行銷臺灣，本署於 106 年加入 IAEH 積極參與相關事務，並於去(112)年由許組長成功爭取擔任 IAEH 理事 (2023-2024 年)。IAEH 每年均於 SA 年會期間同步召開會員大會(AGM)，許組長自擔任理事以來均積極參與 IAEH 線上或實體召開之各項會議及交流活動，並邀請 IAEH 主席及重要成員來臺訪問，以善盡理事職責及加強行銷臺灣。今年 SA 年會於 4 月 7 日至 11 日在英國伯明罕舉行，預計 IAEH 多數成員將親自出席並參與 4 月 8 日實體召開之 IAEH AGM，許組長援例代表出席，以履行會員義務及掌握組織動態。

IAEH 為一非營利組織，總部設於英國倫敦，組織成員包括各國政府、城市、民間單位等大型活動辦理單位，會員超過 40 個，且以來自歐洲的城市居多，包括芬蘭坦佩雷、丹麥哥本哈根、瑞典哥特堡等，目前亞洲國家只有臺灣、日本和泰國；臺灣的會員另有臺北市及新北市。我國於入會後即積極參與交流，標竿借鏡各國經驗，以強化我國際賽會籌辦能量。107 年間透過會員了解國際壯年運動總會(IMGA)組織，且經馬來西亞、奧地利、日本等會員推薦表示，IMGA 轄下賽會包括歐洲壯年運動會、亞太壯年運動會、世界壯年運動會等，結合運動文化觀光價值，成效良好，爰引薦臺北市與

IMGA 接觸及展開申辦，雙北並攜手於 109 年成功獲得 2025 年世壯運主辦權。

## 貳、過程

### 一、活動日程

日期	地點	活動內容
4 月 5-6 日	臺北-倫敦-伯明罕	1. 4/5 自臺北啟程，搭機抵達英國倫敦。 2. 4/6 搭乘內陸交通前往伯明罕。
4 月 7-11 日	伯明罕-倫敦	1. 4/7-11 參加 SA 年會及 IAEH AGM，與各國代表加強交流。 2. 4/11 搭乘內陸交通前往倫敦。
4 月 12-13 日	倫敦-臺北	1. 4/12 上午至我國駐倫敦代表處拜會。 2. 4/12 自倫敦啟程，抵達臺北。

### 二、2024 年 SA 年會

本次 SA 年會於 4 月 7-11 日在英國伯明罕國際會議中心(ICC)舉行，主題為「運動的力量」(Power of Sport)，強調運動在全球疫後復甦扮演之重要角色，計有來自全球逾 1,500 名體壇領袖及從業人員共同參與。活動內容包括主題式論壇、攤位展覽、國際組織年會、社交活動等，會展之攤位展示為其主要收入來源，售價不斐的原因在於國際體壇重要人士齊聚一堂，有助國際組織、賽會所有權單位、主辦城市、運動產業等相關單位快速提升其國際能見度，宣傳效果佳，已成為有意吸引國際目光之國際組織、主辦單位及新興運動種類之舞臺首選。

由於本次大會採無紙化作業，各場次講者議程經參考大會 APP 資訊彙整如附表 1，計逾 80 位講者出席分享，其中多為英國或其他歐洲國家講者，未見亞洲組織代表，由於各主題論壇及攤位展示活動均同步舉行，各與會人員僅能擇要參與，人流較為分散。不若一般研討會，所有人均集中於單一演講廳之研討會，顯得盛大隆重。以下謹就整體會議情形，重點摘述。

#### (一) 大會重要貴賓出席情形

SA 年會囿於疫情已多年未舉辦，今年疫後重啟，各界都相當關注，尤

其是 IOC 高層及各國重要代表參與的情形。本次 IOC 主席巴赫僅短暫停留 SA 年會，出席 IOC 與 ASOIF 和 ARISF 的聯席會議，及順道參觀幾個 SA 會展攤位，不若往年均參與 SA 年會開閉幕典禮等重要活動。相較去年 11 月甫於巴黎舉行之 2023 智慧城市與運動高峰會 (Smart Cities & Sport Summit)，IOC 主席巴赫及國際帕總(IPC)主席帕森不僅受邀出席峰會開幕致詞，兩人並分別參與相關主題座談，顯示 IOC 及 IPC 的高度重視及全力支持。

今年伯明罕 SA 年會主題為「運動的力量」(Power of Sport)，4 月 8 日上午會展開幕及同日晚間之大會開幕式為人流最多、最集中的場合。各重要場合致詞嘉賓包括 SA 年會代表(Prof. Dr. Uğur Erdener, SA President/ Martin Gibbs, SA Managing Director)、伯明罕組委會代表(Cllr John Cotton, Leader of Birmingham City Council/ Ian Metcalfe, Chair, Executive Steering Committee, SportAccord 2024/ Joel Lavery, Strategic Lead- Major Sporting Events, West Midlands Growth Company)、英國體育部會代表(Rt Hon Stuart Andrew, MP Parliamentary Under Secretary of State for Sport, Gambling and Civil Society, and Minister for Equalities and Parliamentary Under Secretary of State (Minister for Equalities)/ Dame Katherine Grainger, Chair, UK Sport 等。

綜合致詞嘉賓演說重點均在強調，今年 SA 年會疫後重啟能吸引來自全球 125 個組織超過 1,500 名代表共襄盛舉，相當不容易，這要特別感謝英國政府及伯明罕市政府長期以來對於體育運動的支持與投入，從 2022 年伯明罕大英國協運動會(Commonwealth Games)的成功舉辦，讓世界看見伯明罕透過運動觀光帶動城市經濟成長的動能。伯明罕位於英國的區域核心，結合英國中西部 6 個城市豐富的軟硬體運動資源及文化特色，向為英國發展運動產業的重鎮。

伯明罕是一個多元文化共榮的城市，擁有豐富的青年跨國人才，200 種以上的語言流通，具有廣泛的文化包容性與多樣性，今年 SA 年會能在伯明罕盛大回歸，不僅象徵延續 2 年前大英國協運動會成功舉辦的豐富資產，更讓國際社會再次見證英國運動文化發展的力量，透過體育運動為城市帶來多元價值及推動社會經濟成長。英國各界也同時期待，伯明罕能仿效 SA 年會

於2019年澳洲黃金海岸成功舉辦後，澳洲布里斯班賡續於兩年後成功申奧，成為2032年夏季奧運會主辦城市。

## (二) 大會攤位展示情形

大會表示，本次計有來自超過120個國際組織及運動產業單位，近1,500名高階領導人和決策者共襄盛舉，參展者包括國家奧會聯合會(ANOC)、國際實用射擊聯合會(IPSC)、國際滾球聯合會(IRBF)、國際投擲球聯合會(ITF)、國際壺鈴舉重聯合會(IUKL)、國際武術聯合會(IWUF)、奧林匹克之都洛桑、德國柏林、英國運動委員會(UK Sport)、歐洲自行車聯盟(UEC)、英國曼徹斯特、英國考文垂、日本體育協會(JSC)、泰國體育總局(SAT)、東京都政府、2025雙北世壯運等。今年大會贊助合作夥伴援例依金、銀、銅等級畫分，金質合作單位為丹麥運動賽會組織 Sport Event Denmark，銀質合作單位有蘇格蘭賽會組織 EventScotland、加拿大 Explore Edmonton 及澳洲昆士蘭旅遊及活動推廣局(TEQ)，銅質合作單位有英國利物浦體育局和泰國體育總局(SAT)。

惟私下各國與會代表均表示，本次會展規模相較於以往大幅縮小，不及2019年澳洲黃金海岸年會的二分之一，IOC參與度明顯偏低，各國際組織及重要城市參展情形，亦明顯下降。美國、中國等體育大國重要領導人及主辦城市代表，均未參展或核派高層代表出席，為以往少見。

顯示，外界對於SA及GAISF組織整併成效仍在觀望，SA是否能恢復其往日盛況，仍有相當變數，尤其會展攤位販售為其主要收入來源，會展商機及全球宣傳成效為其核心價值所在，連帶影響SA年會組織尋求其未來主辦城市意願。畢竟，SA年會主辦城市必須負擔百萬歐元以上的權利金，數百萬歐元的籌辦費，並負擔SA及其合作夥伴貴賓期間落地接待之服務工作，及費用支出包括膳宿、交通、社交活動等禮賓安排，所費不貲。

## (三) 本次與會交流情形

本次與會除聽取各論壇講者分享各國際組織、城市代表及產業專家，分享運動之於城市、健康、法律、媒體、科技發展之重要性，並與各國出席代表私下交流互動，向渠等介紹明年即將在臺舉辦之2025雙北世壯運，請其協

助廣為宣傳並保留行程共同參與，包括 SA 組織副主席暨 AIMS 主席 Stephan Fox、執行長 Martin Gibbs、國際大學運動總會(FISU)主席 Leonz Eder、FISU 秘書長 Eric Saintrond、國際世界運動總會(IWGA)執委 Jan Fransoo、IAEH 主席 Perttu Pesa、理事 Andrew Naika、經理 Alexander Chrysanthou、英國量子顧問公司(Quantum Consultancy)分析師 Krzysztof Kroplewnicki、日本體育協會(JSC)副主席久木留毅(Takeshi Kukidome)、日本運動觀光聯盟(JSTA)主席 Munehiko Harada、東京都政府國際聯繫擔當課長若林健太郎(Wakabayashi Kentaro)、泰國體育總局(SAT)公關代表等。

### 三、2024 年 IAEH 會員大會(AGM)

2024 年 IAEH AGM 於 4 月 8 日下午在 SA 年會官方飯店伯明罕 The Grand Hotel 舉行，由 P 主席主持及經理 Alex 協助。會前循例請與會人員先簡單自我介紹，本次計逾 40 個會員代表以實體及線上方式共同參與，規模為歷年之最，未來並期突破 50 個會員目標邁進。臺灣的會議代表除本署許組長外，尚有臺北市體育局的張勝傑主任。P 主席及 Alex 經理於開場致詞及年度工作報告時均提及，感謝臺灣在 2023-2024 年兩次辦理區域性交流會議，提升 IAEH 在亞太地區的知名度，成效良好，預期 2025 年也將再持續合作，共同拓展 IAEH 全球影響力。大會議程有三，包括 AGM、專題演講(2025 雙北世壯運及運動外交)，及焦點座談(2024 年 SA 年會)。摘述重點如下：

- (一) IAEH AGM 會議資料，請參閱附件 1。會議首先由 P 主席開場致詞並介紹在場的理事會成員，接續由 Alex 經理進行年度工作及財務報告，經全體會員一致通過，2023-2024 年經費執行損益兩平，預計 2024-2025 年預算維持 2 萬 3,214 英鎊，會費維持 750 英鎊。未來將朝突破 50 個會員目標邁進。
- (二) 2024-2025 年 IAEH 理事會候選成員，經全體會員無異議通過，共計 9 位(女性 4 位及男性 5 位)，請參閱附件 2。連任成員包括本署許組長等 7 位，兩位新任女性委員分別是來自澳洲布里斯班經濟發展局的 Lorelle

Chittick 及加拿大運動觀光組織的 Sheena Mc Crate。

- (三) 2024-2025 年 IAEH 會員交流活動將援例包括 2024 年智慧城市與運動高峰會 (2024.11.11-13, 瑞士洛桑)、MEI Conference (2024.6.17-21, 瑞士洛桑)、Host City Conference & Expo (日期未定, 英國格拉斯哥)、2025 年 SA 年會 (日期及地點未定) 等多項, 請會員保留時間共同參與, 深化交流。
- (四) P 主席對於臺灣向來積極參與 IAEH 的付出與貢獻不僅給予高度的肯定, 今年會員大會議程上也特別安排許組長分享 2025 年雙北世壯運。許組長於致詞時表示, 臺灣因為加入 IAEH 而展開世壯運的申籌辦, 除了本署外, 臺北市和新北市也都是 IAEH 的會員, 目前 2025 雙北世壯運全球報名活動正熱烈展開, 今年 9 月前報名並享有早鳥優惠, 請大家告訴大家把握機會, 屆時, 本署也會規劃 IAEH 專屬的觀察員計畫, 邀請大家一起來見證第一次在亞洲登場的 2025 雙北世壯運嘉年華。臺北市本次由組委會張勝傑主任代表出席, 偕團隊準備豐富資訊及宣傳小物大力行銷, 並致贈世壯運吉祥物 Strong 給 P 主席, 為大家留下深刻的印象。
- (五) IAEH 本次會員大會出席情形不僅為歷年之最, 專題分享包括英國里茲大學助理教授 Simon Rofe 主講運動外交, 焦點座談由 SA 年會執行長 Martin Gibbs 及 West Midlands Growth Company 策略長 Joel Lavery 與談分享今年伯明罕 SA 年會籌辦情形, 相當難得。本次 SA 年會並特別安排 CityAccord 場次, 包括 P 主席、UK Sport 的 Esther Britten 理事等 IAEH 成員均應邀與談, 顯見其對城市所扮演的關鍵角色日益重視, IAEH 的重要性, 亦與日俱增。
- (六) 專題講者英國里茲大學助理教授 Mr. Simon Rofe 同時為本次 SA 大會講者, 強調運動外交是不同領域的交匯點, 有三個核心價值: 溝通 (Communication)、協調 (Negotiation) 及代表性 (Representation)。三者交相應用, 將可提供對運動概念的理解、提供從業者連接並學習體育領域不同技能, 以及幫助政策制定者、從業者及學者, 增強運動外交人員的實踐能力。運動外交人員涵蓋範圍極廣, 從重要運動賽會之參與國、政府機關、舉辦城市及其鄰近城市、運動組織團體、運動俱樂部、贊助企業

廠商、賽會志工、運動員、教練、隊職員等，缺一不可。

(七) 焦點座談由 SA 年會執行長 Martin Gibbs 及 West Midlands 策略長 Joel Lavery 分享本次 SA 年會舉辦的心路歷程。兩位坦言過程相當艱辛，尤其經歷 SA 內部組織異動及全球疫情打擊，所幸新組織內部合作融洽以及英國各界的共同支持，才能順利的挺了過來。兩年前伯明罕成功舉辦大英國協運動會，證明其為全球大型運動賽會的典範城市之一，賽會不僅成功創造盈餘、帶動就業及地方經濟發展，各界對於該地區志工對城市的向心力與熱情，並給予高度的讚揚與肯定。未來，SA 年會的主辦城市也預期將有更多是從 IAEH 會員城市產生。

## 參、心得與建議

### 一、 SA 年會值得長期參與，惟申辦事宜仍應審慎為之

有鑑於 SA 年會於奧林匹克體系之重要性，長期參與確實有助拓展我國國際體育交流管道並行銷臺灣，畢竟整個奧林匹克體系重要領導階層，均以歐洲大陸人脈網絡為主。至於我國是否急於申辦，則建議有待觀察；後續本組將賡續追蹤關注臺北市相關申辦動態。

### 二、 本次出席順利鞏固職務，連任 IAEH 理事 (2024-2025 年)

本次 IAEH 會員出席情形相當踴躍，為歷來最多，且其重要性與日俱增，已引起 SA 年會高度重視。由於本署長期積極參與，IAEH 成員對臺灣均相當友好，P 主席及 Alex 經理主動安排本署許組長及臺北市體育局於 AGM 宣傳 2025 雙北世壯運，不僅成功行銷臺灣台灣，並順利鞏固職務，連任 IAEH 理事 (2024-2025 年)，積極參與深具實益。

### 三、 2025 雙北世壯運國際宣傳，有賴多元管道進行

本次臺北市於 SA 年會設攤宣傳、IAEH AGM 簡報宣傳，並於會後轉往倫敦拜會我國駐英代表處，透過多元管道行銷 2025 雙北世壯運全球報名已展開，鼓勵大家把握機會享早鳥優惠報名，將有助吸引國際友人及僑胞來臺共

襄盛舉。返臺前，本署許組長與臺北市張勝傑主任特別於4月12日前往倫敦拜會我國駐英代表處，由駐英公使柳惠千、教育組組長畢祖安、僑務組組長陳世池接見，渠等對於臺灣將舉辦此一盛會，均感到相當興奮且與有榮焉，允諾將透過外館教育組、僑務組文化組、觀光組、等相關業務單位活動，共同宣傳，並建議本署及臺北市加強透過跨部會協調機制，尋求外交部、教育部、交通部、文化部、僑委會等部會資源共同挹注，以竟其功。

## 附表 1: 2024 年 SA 年會論壇議程

(本次大會採無紙化作業，各場次講者係參考大會 APP 資訊彙整)

日期	時間	主題	講者
04/08	10:00-11:00	Opening of the SportAccord conference programme	
04/08	10:00-12:00	ARISF Sustainability Workshop	<b>Alibaba Cloud &amp; Green Future Project</b>
04/08	14:00-14:10	HealthAccord – Welcome, Introductions	<b>Professor Margo Mountjoy</b> , IOC Medical Commission Games Group, WADA Deputy Foundation Board Member
04/08	14:10-14:30	HealthAccord – Mental Health (Case Study)	<b>Dr. Will Wynter-Bee</b> , European Tour Golf Group
04/08	14:30-15:15	HealthAccord – Mental Health (Roundtable), Mental Health for Elite Athlete Support	<b>Dr. Stuart Miller</b> , Senior Executive Director, Integrity & Legal, ITF. <b>Dr Will Wynter-Bee</b> , European Tour Golf Group. <b>Gregor Swinney</b> , current Scottish National Champion and recordholder in the 50m Butterfly, Commonwealth Games medalist
04/08	15:15-16:45	HealthAccord – Women’s Health, Round Table : Enhancing Sport Performance Through Health	<b>Dr Niall Elliott</b> , MBE Chief Medical Officer, British Olympic Association. <b>Professor Kirsty Elliott-Sale</b> , Professor of Female Endocrinology and Exercise, Manchester Metropolitan University <b>Annamarie Phelps CBE OLY</b> , British Olympic Association, European Rowing, European Olympic Committees. <b>Gillian Sanders</b> , triple Olympian triathlete for South Africa, Integrity Manager, World Sailing. <b>Evert Verhagen</b> , Medical Research Adviser, UEFA, and Professor, UMC University.
04/09	09:30-09:35	LawAccord – Opening Remarks	<b>David Casserly SC</b> , Barrister, Head of Sports Law, Kellerhals Carrard
04/09	09:30-09:40	CityAccord – Opening Remarks	<b>Melanie Duparc</b> , Secretary General, World Union of Olympic Cities
04/09	09:35-10:20	LawAccord – Roundtable Benefits and challenges of independent integrity units in international sport	<b>Moderator: Michael B. Lenard OLY</b> , ICAS Vice President <b>Simon Geinoz</b> , Case Manager, Gymnastics Ethics Foundation (GEF).

日期	時間	主題	講者
			<p><b>Tanja Haug,</b> Board Member, Biathlon Integrity Unit (BIU).</p> <p><b>Julia Lewis,</b> Legal Counsel, International Tennis Integrity Agency (ITIA)</p> <p><b>Huw Roberts,</b> Head of Case Management, Athletics Integrity Unit (AIU)</p>
04/09	09:40-10:30	CityAccord - Civilising Cities and the Economic Benefits of Designing Cycling and Walking into Transportation Infrastructure	
04/09	10:20-11:05	LawAccord – Practical consequences for international sport of the recent decisions of the European Court of Justice: legal update from Kellerhals Carrard	<p><b>Moderator: Jean-Pierre Morand,</b> Partner, Kellerhals Carrard</p> <p><b>Vincent Jäggi,</b> Partner, Kellerhals Carrard</p> <p><b>Christophe Rapin,</b> Partner, Kellerhals Carrard</p>
	10:30-11:15	CityAccord – Roundtable, Festivalisation of sports events – Extending time, space and audience	
	11:15-12:00	CityAccord – Roundtable, The Future of Funding – New models for financing sporting events in a challenging environment	
	11:30-12:10	LawAccord – CAS Report, Court of Arbitration for Sport – Annual Report	<p>Moderator: <b>Sean Cottrell,</b> Founder and CEO, LawInSport</p> <p><b>Matthieu Reeb,</b> Director General, CAS</p>
	13:10-13:50	LawAccord – WADA Report, World Anti-Doping Agency Report – Annual Report	<p><b>Moderator: Dr Leanne O’Leary,</b> CAS Arbitrator</p> <p><b>Ross Wenzel,</b> General Counsel, WADA</p>
	13:50-14:50	LawAccord – Roundtable Examining the implementation and development of rules for transgender athletes in International Federations	<p><b>Moderator: James Drake KC,</b> 7 King’s Bench Walk</p> <p><b>Brent Nowicki,</b> Executive Director, World Aquatics</p> <p><b>Dr Seema Patel,</b> Senior Lecturer in Law, Nottingham Law School</p>

日期	時間	主題	講者
			<b>Prof. Yannis Pitsiladis</b> , Professor of Sport and Exercise Science, IOC Medical and Scientific Commission Member <b>Jonathan Taylor KC</b> , Partner, Bird & Bird
04/09	15:15-16:15	LawAccord – Roundtable, Integrating the athlete’s voice in sports governance – exploring internal and external models of athlete representation	<b>Moderator: Andreas Zagklis</b> , Secretary General, FIBA <b>Emilio Garcia</b> , Chief Legal & Compliance Officer, FIFA <b>Alexandra Gómez Bruinewoud</b> , Senior Legal Counsel, FIFPRO <b>Áine Power</b> , Deputy Head of Legal, FEI <b>Matthew Graham</b> , Interim Executive Director, World Players Association
04/10	08:30-18:30	Exhibition open	
	09:30-09:40	SA Summit – Opening Remarks	
	09:40-10:20	SA Summit – Gaming: How Interactive Entertainment Is Changing our Media, Our World and Our Sports	<b>Mark Rein</b> , Vice President, and Co-Founder, Epic Games, in a keynote Conversation with David Eades
	10:20-11:05	SA Summit – Gaming and Esports: A Real Opportunity or Passing Fad for Sports Rights Holders?	<b>Moderator: David Dellea</b> , Director, Sports Practice, Altman Solon <b>Alice Dearing</b> , Olympic open water swimmer and gamer <b>Alban Dechelotte</b> , CEO, G2, and IOC Esports Commission <b>Paul Foster</b> , CEO Global Esports Federation <b>Alex Inglot</b> , Commissioner, ESL Pro League
04/10	11:05 -12:05	SA Summit – Touchdowns, Home Runs and Slam Dunks	<b>Moderator: Sarah Mulkerrins</b> , Presenter, BBC <b>Marc Ciampa</b> , VP Content, New Jersey Devils <b>Rob Alberino</b> , VP of Content and Production, Kansas City Chiefs <b>Brett Gosper</b> , Head of Europe & Asia-Pacific, NFL <b>Scott Kegley</b> , VP Digital Strategy, Atlanta Falcons
	12:30-13:00	Speaker’s Corner – We really need to talk about ...	<b>Dale Vince</b> , green-energy industrialist, climate activist, and Chairman and Owner of ‘the greenest football club on the planet’ – Forest Green Rovers.

日期	時間	主題	講者
	14:00-14:05	SA Summit – Introduction	
	14:05-14:35	SA Summit – Sport’s Perfect Storm	<b>Roger Mitchell</b> , corporate financier, founding CEO of the Scottish Professional Football League and author of ‘Sport’s Perfect Storm’
	14:35-15:20	SA Summit – Facing The Challenges	<b>Moderator: Sarah Mulkerrins</b> , Presenter, BBC <b>Alan Gilpin</b> , CEO, World Rugby <b>Chris Jenkins OBE</b> , President, Commonwealth Games Federation <b>Simon Kuper</b> , Author and Journalist, Financial Times <b>Chris Argyle-Robinson</b> , Research & Strategy Director, Co-founder, <b>Redtorch</b> <b>Zena Wooldridge OBE</b> , President, World Squash
04/10	15:20-15:40	SA Summit – AI : Disruptive Force, All Hype or The Future Of Sport?	<b>Sulabh Soral</b> , Head of AI, Deloitte UK, Advisory Board Member, All-Party Parliamentary Group on Artificial Intelligence
	15:40-16:25	SA Summit – The Technology Conundrum	<b>Moderator: Andy Miah</b> , Chair in Science Comms & Future Media, University of Salford, Manchester <b>David Fowler</b> , Co-Founder, Sports Tech Match <b>Beth Johnson</b> , Managing Director, Umbrella
04/11	09:40-09:55	SA Summit – Tackling Online Abuse In Sport	<b>Mohammed Ben Salayem</b> , President, FIA
	09:55-10:10	SA Summit – Solutions in Action	<b>Jonathan Hirshler</b> , CEO, Signify
	10:10-10:55	SA Summit – Whose Responsibility Is It?	<b>Moderator: David Eades</b> , MC and Moderator <b>Wayne Barnes</b> , Former World Cup Referee <b>Janie Frampton OBE</b> , Vice President, International Federation of Sports Officials <b>Sanjay Bhandari</b> , Chair, Kick It Out <b>Sarah Gregorius</b> , Director of Global Policy & Strategic Relations, Women’s Football, FIFPRO
04/11	10:55-11:25	SA Summit – Breaking Through The Line: The Future of Sports Injury Data and Science	<b>Professor Constantin Coussios OBE</b> , Director, The Podium Institute for Sports Medicine and Technology, The University of Oxford

日期	時間	主題	講者
			<b>Andy Hunt,</b> CEO, Podium Analytics
	11:25-12:10	SA Summit – International Diplomacy In Action – Harnessing The Soft Power of Sport	<b>Moderator: Dr J Simon Rofe,</b> Reader/Associate Professor in Diplomatic and International Studies, University of Leeds <b>Neil Rami,</b> Chief Executive, West Midlands Growth Company <b>Liz Nicholl DBE,</b> President, World Netball and former CEO, UK Sport
	14:00-14:15	MediaAccord – Opening Remarks	
	14:15-15:00	MediaAccord – Paris Through The Media Lens	
	15:00-15:30	MediaAccord – Towards A World Of Immersive Experience	
	15:30-16:15	MediaAccord – Data, AI, OTT: Navigating Digital Opportunities	
	17:00-18:00	Official Closing Event	

## 附表 2: 活動照片圖說



參加 2024 SportAccord 會展活動，與該會展執行長 Mr.Martin Gibbs (左) 合影。



體育署國際及兩岸運動組許秀玲組長代表出席 IAEH 會員大會，與來自世界各地的會員積極交。



於 IAEH AGM 中宣傳 2025 雙北市壯運及贈與吉祥物娃娃於會長 Perttu Pesa。



SportAccord 會展期間與國際大學運動總會會長 Mr. Leonz Eder (右) 及執行長 Mr. Eric Saintrond (左) 合影。



與日本體育協會 (JSC) 副主席久木留毅及野口順子(左)交流



與東京都廳舍(Tokyo Metropolitan Government)再會展期間交流。



與英國量子顧問公司的代表 Krzysztof Kropielnicki(左二)及 Colin Stewart(右二)一同交流。



與泰國體育總局(Sports Authority Of Thailand)公關代表 DK Piam(左)合影。



2025 雙北市壯運與 IAEH 理事 Andrew Naika(紐西蘭籍，左二)在大會中交流合影。



與 SA 大會組織副主席暨 AIMS 主席 Stephan Fox(中)合影且贈與雙北吉祥物娃娃。



於會展期間向日本運動光觀聯盟(JSTA)原田宗彥會長(右二)及中山哲郎事務局長(左一)宣傳 2025 雙北世壯運。



拜會駐英國台北辦事處，為 2025 世界壯年運動會宣傳(左至右依序為:駐英僑務組代表、教育組代表、駐英公使、許秀玲組長、世壯運張勝傑主任)



# ANNUAL REPORT 2023-2024



INTERNATIONAL ASSOCIATION  
OF EVENT HOSTS



## Legal and Administrative Information

### Company Number

10989401 - Company Limited by Guarantee

### Registered Office

Crown House  
27 Old Gloucester Street  
London  
WC1N 3AX  
United Kingdom

### Communication

[www.eventhosts.org](http://www.eventhosts.org)  
@IAEH\_EventHosts  
[admin@eventhosts.org](mailto:admin@eventhosts.org)

### Directors 2023/24

Esther Britten  
Paul Bush  
Terry Hasseltine  
Maggie Hsiu-Ling Hsu  
Peter Hunt  
Robert Kawamoto  
Lars Lundov  
Andrew Naika  
Perttu Pesä

### Business Manager

Alexander Chrysanthou

### Chair

Perttu Pesä

Report by International  
Association of Event Hosts  
April 2024

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# Directors' Message

## 2023-24 BOARD OF DIRECTORS



Perttu Pesä  
City of Tampere



Peter Hunt  
Tourism and Events  
Queensland



Lars Lundov  
Sport Event  
Denmark



Esther Britten  
UK Sport



Robert Kawamoto  
Ottawa Tourism



Andrew Naika  
New Zealand  
Major Events



Paul Bush  
EventScotland



Terrance Hasseltine  
Maryland Sports  
Commission



Maggie Hsiu-Ling Hsu  
Sports Administration, Ministry  
of Education, Republic of China  
(Taiwan)

Dear IAEH member,

We are pleased to present this overview of the past year's achievements of the activities of the IAEH. It has been our privilege to work on developing a forum which brings together event hosts from around the globe to share knowledge and best practice in a spirit of camaraderie. The importance of sharing lessons learned in hosting major events is powerful, and motivates us to continue collaborating and working together to promote sustainable events that leave lasting and meaningful legacies. Whether it be new forms of hosting, justifying the value of events, or working together for the bidding and operating of events, the necessity of our unique association continues to be paramount.

Our efforts over the past year have seen a renewed focus on regional and online events, with a view to engaging as many members as possible, continuing to develop such initiatives in the coming year. We thank you for your continued support of the IAEH and for your contributions to knowledge sharing, advocacy and networking. We look forward to continue learning from and working with you.

IAEH Directors

# The Year in Review



- 
- NETWORKING MEETINGS
  - ONLINE SHARING
  - REGIONAL EVENTS



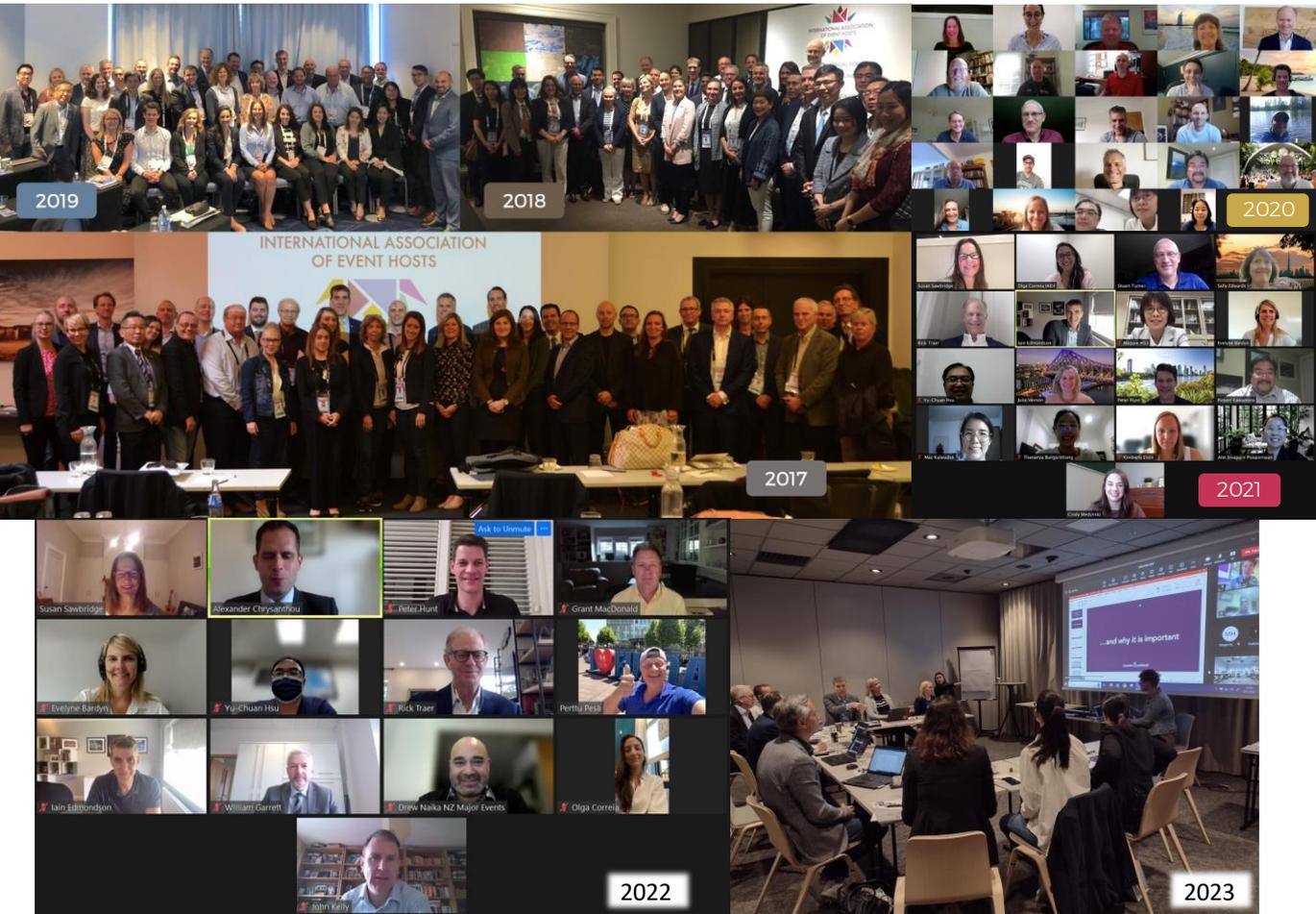
- 
- PARTNERSHIPS AND COLLABORATIONS



- 
- 
- INSIGHTS
  - NEWSLETTERS
  - SOCIAL MEDIA
  - NEW RESOURCES



# IAEH AGMs



The 2023 IAEH Annual General Meeting was held in-person for the first time since lockdown in Tampere, Finland. The meeting took place on 17th May.

The AGM was chaired by Perttu Pesa and in addition to the AGM proceedings, the programme included guest speakers and discussions.

As part of the AGM proceedings members voted and agreed on the budget and plans for the year ahead, including the membership fee which remained unchanged for the period. The membership fee has never been increased since incorporation in 2017.

Members also voted and approved the changes to the Board of Directors. Al Kidd, retired from the board. Robert Kawamoto (Ottawa Tourism) and Nichapa Yoswee (Thailand Convention) were re-elected, and Terry Hasseltine (Maryland Sports Commission) and Maggie Hsiu-Ling Hsu (Ministry of

Education, Taiwan) were appointed directors for the first time.

After the business of the AGM, IAEH members welcomed Iain Edmondson (IAEH Honorary Director/Event Host Evaluation) who shared further expertise on Practical Application of the Common Indicators, with particular emphasis on assessment guidance..

The second presentation was delivered by Perttu Pesa, who spoke about Tampere’s commitment to events, considering the importance of infrastructure, event impact on society and business, city development and logistical challenges.

The third presentation was provided by Kati Kuusisto (Kuusisto & Sahlstedt) who discussed the development of an event confederacy in Finland.

# Knowledge sharing opportunities

In 2023-24 the IAEH has sought to develop new activities for members.

After the IAEH AGM in May 2023, the City of Tampere, hosted IAEH members for the inaugural **observe and share** programme at the Ice Hockey World Championships. In addition to watching live matches, visiting IAEH members were given a tour of the stadium, discussed the city infrastructure and observed the development of the city to receive the sport through advertisements and an extensive fan zone.



The online **Present and Share programme** was launched in 2023-24, running on a variety of last Thursdays of the month. In addition to informal networking times, a number of guest talks were provided. First, Gasper Pavli considered why and how the Women's EHF Euro 22 was made a sustainable event, considering youth involvement and projects for partnership.



Considering sustainability from a different perspective, Florian Lamblin explored how an event such as the UTMB World series can be used to develop connections with populations and institutions, with case studies from Slovenia, Italy, Wales, Mexico and Switzerland.



Looking more at infrastructure, Paul Fletcher reflected on the evolution of football stadia, considering the importance of location and the transition away from single purpose buildings.



Recordings of these talks are available for members.

## Regional meetings

The IAEH met members informally at the MEI conference in Lausanne, Switzerland in June 2023, and Host City in Glasgow in November 2023.

Following plans to create more in-person regional events, Asia-Pacific members met at the APEC Sport Event Taiwan Workshop in November 2023 in Tapei City, Taiwan, considering event investment, digital transformation and operational revitalisation. In addition to participation in the conference, members participated in an event hosts roundtable discussion. Members were also given a tour of the new shooting facilities in Taiwan.

IAEH chair, Perttu Pesa returned to speak in February 2024 at the APEC Sport Event Taiwan Workshop, which continues its series of conferences in Taiwan.

Nordic IAEH members and other event hosts met at in Oslo in January 2024 to share knowledge on measuring the impact of events from a Nordic perspective. There was also discussion around advocacy for event hosts in the bidding process. Members also had the opportunity to visit a number of sporting facilities.





# Financial Report

1<sup>st</sup> April 2023 to 29<sup>th</sup> March 2024

Actual income and expenditure in 2023-24 against forecasted plan for that period and compared to actual income and expenditure in 2022-23.

## 1. Income

	Actual 2022-23 £	Forecasted 2023-24 £	Actual 2023-24 £
Membership fees	18,719	25,000	23,008
Additional Income	0	0	26
<b>Total</b>	<b>18,719</b>	<b>25,000</b>	<b>23,034</b>

## 2. Expenditure

	Actual 2022-23 £	Forecasted 2023-24 £	Actual 2023-24 £
Human Resources	17,867	17,850	18,052
Office	2,091	2,091	1,547
Website and Digital Content	720	720	792
Meetings	0	0	0
Travel	531	1,500	1,454
Accountancy	1,455	1,455	1,395
<b>Total</b>	<b>22,666</b>	<b>23,616</b>	<b>23,240</b>

## 3. Reserves

	Year ended March 2023 £	Year ended March 2024 £
Reserves Income and expenditure account	7,285	<b>7,765</b>

# Work Plan: Core Activities 2024-2025



This section of the report shows suggestions of specific activities. A final work plan will only be formalised after members' approval at the AGM. In 2024-2025, the work of IAEH will continue based on the three main pillars of networking, knowledge sharing and advocacy and will introduce a new set of programmes:

- ❖ The “**Present and Share**” programme will continue to be advanced to produce opportunities for learning and networking. These informal sessions which occur on most last Thursdays of the month involve one or a mixture of the following:
- ❖ A topic of interest relevant to event hosts is determined beforehand, allowing interested members to discuss and learn from one another on the subject.
- ❖ Member organisation of the IAEH present in 10-15 minutes about their organisation, allowing other members to get to know more about them. This could involve discussing what is unique about their event hosting practice, what their past experiences of event hosting have been, and plans and aspirations for development. This could also include discussion about possible strategic and partnership opportunities.
- ❖ An external expert guest speaker speaks on an area of interest to event hosts. These talks will then be followed by Q&A. These talks will be recorded and made available to members.
- ❖ Sessions will be followed by an informal open discussion (not recorded), where members can share freely, and perhaps reflect on any of the posts in the IAEH Monthly Insights as well (which will be released at least a day before the sessions).
- ❖ Provisional speakers for 2024-25 include Daniel Cordey (AGES), Raj Pahuja and an IMGA panel.

## Work Plan: Core Activities 2024-2025

- ❖ **Regional meetings** to be further developed to address learning and networking needs which are best served through members meeting and working together. These regional meetings can occur in conjunction with pre-existing conferences or as standalone events. It is anticipated there will be further regional meetings in the Nordic countries and in Taiwan. Informal discussions are also in place for a North American regional meeting.
- ❖ **“Observe and Share”** programme, whereby members can discuss best practice whilst observing events. This occurred in May 2023 at Tampere for the Ice Hockey World Championship matches, and further opportunities will be sought out.
- ❖ **Participate** in at least three key industry events offering facilitated access and speaking opportunities to members. This is with a view of raising the profile of the IAEH and providing advocacy opportunities for event hosts.
- ❖ **Maintain monthly communication** with members through direct messages and e-mailing services.
- ❖ Update the **Resources** page of the IAEH website with new reports, articles and presentations;
- ❖ **Represent IAEH members** in the relationship with relevant industry stakeholders.
- ❖ Develop a **calendar** of members’ events. Construction of calendar is in place, and members require reminding to send over details of forthcoming events.

# Partnerships, Collaborations and Further Resources



## Association of Summer Olympic International Federations (ASOIF)

In early 2021, the IAEH signed a Memorandum of Understanding with the Association of Summer Olympic International Federations (ASOIF) aimed at jointly establishing appropriate "common event impact measures" to be widely accepted and applied to all major sports events.

In October 2021, ASOIF released a new report which, for the first time, establishes a standard set of data points for event stakeholders to cost-effectively assess the value of sporting events. The report was produced by the IAEH founding director and honorary member Iain Edmondson with the collaboration of IAEH members, International Federations, academic experts and relevant commercial organisations.

Then Chair of the IAEH, Susan Sawbridge, commented: "A common view of event impact measurement standards is something event hosts have been eager to have in place for a long time. The partnership between the IAEH and ASOIF to build this shared language has reached a significant milestone with the publication of the report. We

expect this work will help hosts and rights holders to better understand the social and economic benefits events generate for many years to come".

## Association of Global Event Suppliers (AGES)

The IAEH and AGES have been collaborating over the years to support their initiatives to foster best practice in hosting and organising major events.

In March 2019, AGES published Part I of the Practice Guide for the Planning, Procurement and Delivery of Temporary Infrastructure for Major Events and in March 2021, published Part II.

The Guide provides an inclusive, encyclopaedic reference for event organisers, building authorities, governmental bodies and all those involved in event infrastructure. It offers introductory and contextual information, general information, and technical information, to become the international advisory document.

The Guide remains relevant for members and our ongoing partnership with AGES means IAEH members are still able to access the report for a 50% discount.



# Insights, Newsletters and Social Media



**International Association of Event Hosts**  
Monthly  
Leading news for major event hosts

**IAEH members get 20% discount to attend Smart Cities & Sport Summit in Copenhagen**  
Smart Cities & Sport



18/08/2021  
Smart Cities & Sport will take place from 23rd to 24th November 2021 in Copenhagen, Denmark. IAEH members benefit from a 20% discount on registration fees and can join an exclusive meeting of IAEH members alongside the Summit. Register before 27th August and get the best price possible.  
**REGISTER**

**Press release: Government data shows mass events can take place safely but fans urged to remain cautious in crowds and get vaccinated**  
GOV.UK



20/08/2021  
Data from NHS Test and Trace shows that mass participation events can be conducted safely, but caution must still be taken around specific aspects of event participation. The data, drawn from a range of the 37 trial events that have formed the Events Research Programme over a four month period, has shown that case numbers were largely in line with or below community

**BIDDING OPPORTUNITIES**  
**Host a stop of the 2022 UCI BMX Freestyle Park World Cup presented by FISE**  
International



01/10/2021  
Hurricane, exclusive promoter of the UCI BMX Freestyle World Cup, is looking to add new stops to the 2022 season. As BMX Freestyle was for the first time an Olympic sport at Tokyo2020, interest around the world for the discipline is growing. The event would bring the best BMX Freestyle athletes to your city and showcase the host as a young, fresh and sporting destination through its international communication plan and broadcast. As Urban Sports are developing rapidly worldwide it is time to get on board and make history by hosting a stop of the UCI BMX Freestyle World Cup!  
**CONTACT HURRICANE**



**International Association of Event Hosts**  
Monthly  
Leading news for major event hosts

**2021 in review: 25 stories that shaped the sporting year**  
Sports Pro Media



17/12/2021  
After 12 months in which the sporting world tried to get itself back on track, SportsPro profiles the major narratives that defined 2021.  
1. Shifting dynamics in the OTT space  
2. Private equity continues to make advances in sport  
3. The data wars heat up  
**READ MORE**

**Australia's first COVID-19 event insurance launches**  
Insurance Business Australia



15/12/2021  
The Victorian government has launched Australia's first COVID-19 event insurance. The 12-month scheme offers cover for creative, sporting, business and community events with revenue or costs ranging from \$20,000 to \$10 million.  
"This innovative Australian-first insurance product delivers confidence and certainty for event organisers, who deliver the festivals, conferences, sport and community events that make up the nation's event capital," said Danny Pearson, Minister for creative industries.



The IAEH continues to use communication tools such as Newsletters, X and LinkedIn to keep members updated on key activities. Since the pandemic, these channels have become increasingly important to keep the IAEH network connected and engaged.

Insights with leading news for major events hosts go out exclusively to members at the end of every month. The Insights summarise IAEH key activities and inform members on industry-specific news.

Emails as well as the IAEH page on LinkedIn and the IAEH X account are used to keep members updated on current activities and member benefits, including new partnerships, webinars, workshops, speaking opportunities and discounts to attend industry events.



**International Association of Event Hosts**  
Cities, regions and countries hosting major sporting and cultural events.  
Public Policy Offices - London, England - 268 followers

Following Visit website More

Home About Posts Jobs People Videos



**IAEH**

@IAEH\_EventHosts

Not-for-profit association for cities, regions and countries to generate the best possible value from hosting major sporting and cultural events

eventhosts.org Joined July 2016

68 Following 213 Followers



# Networking and Knowledge Sharing

In 2024-2025, the IAEH will aim to offer members opportunities to meet and share knowledge at the following events:

**Host City Conference & Expo**  
Glasgow, tbc



**MEI Conference**  
Lausanne, 17<sup>th</sup> – 21<sup>st</sup> June 2024



**Smart Cities Connect**  
Lausanne, 11-13 November



# Advocacy

The IAEH intends to seek to develop advocacy work targeting relevant industry organisations. The advocacy work has been currently focusing on strengthening the ties between the IAEH and current partner organisations and establishing new collaborations with organisations such as the Association of Summer Olympic International Federations (ASOIF), the Commonwealth Secretariat and the Organisation for Economic Co-operation and Development (OECD).



# 2024-2025 Budget

Forecasted income and expenses for 2024-2025 pending members' approval and based on no change to membership fee.

## 1. Income

	Actual 2023-2024 £	Forecasted for 2024-2025 £
Membership fees	23,008	27,900
Additional Income	26	26
<b>Total</b>	<b>23,034</b>	<b>27,926</b>

## 2. Expenditure

	Actual 2023-2024 £	Forecasted for 2024-2025 £
Human Resources	18,052	18,052
Office	1,547	1,547
Website and digital content	792	720
Meetings	0	0
Travel	1,454	1,500
Accountancy	1,395	1,395
<b>Total</b>	<b>23,240</b>	<b>23,214</b>

**Proposed membership fee for 2024-2025:  
GBP 750**

# Membership Retention and Attraction

GROWTH TARGETS

RETENTION RATES

RETENTION GOALS

50 MEMBERS



The IAEH currently has 40 members across four continents – 20 representing cities, 7 representing regions and 13 representing countries.

### Growth Rate

4 new members joined the IAEH in 2023-24: City of Turku, Aarhus Events, Region Stavanger and City of Herring. There was a net growth in membership, from 38 to 40 members in the 2023-24.

### Growth Targets

The IAEH aims to reach 50 members focusing on event hosts in South America, Africa, Middle East and Asia to facilitate broader international representation.

### Retention Rates & Goals

The IAEH has an average membership retention rate of 95% and aims to at least maintain this level.

The continuous involvement of members in IAEH activities is crucial, therefore IAEH resources should be invested in promoting these activities based on the three pillars of networking, knowledge sharing and advocacy.



# Board Nominations Process



The IAEH Board consists of up to ten individuals and the Business Manager. The term of Board members is three years. The Board is the governing body of the Association which deliberates and acts only by consensus during a properly called and noticed meeting with a quorum present.

## **Nominations Committee**

Every year a Nominations Committee is formed to select candidates from the sport, culture and major events industry to fill positions on the IAEH Board of Directors. This year, the Executive Committee fulfilled the role of the Nominations Committee.

The 2024 nominations process was open between 8<sup>th</sup> and 28<sup>th</sup> March through an online form.

The final slate of candidates, after being recommended by the Committee and approved by the Board, is submitted for membership approval at the AGM.

## **Aspirational Principles of Appointment**

The Executive Committee seeks to establish an inclusive pool of candidates to ensure equity, diversity and geographic factors among applicants

as well as the organisations they represent.

The aspirational principles of appointment are the following, as presented at the IAEH AGM 2019:

1. One representative from each region (continent)
2. No more than four representatives from any one region (continent)
3. No two directors from the same agency
4. No two directors from the same country
5. No more than 60% of the directors of any one gender
6. Directors must, as a group, ensure representation for both sport and non-sport events
7. Directors must, as a group, ensure representation for both cities and nations
8. Directors must be from a paid membership organisation
9. A maximum number of 10 directors

These principles are not mandatory criteria of appointment.

# 2023-24 Board of Directors



Perttu Pesä

## Chair

Perttu has helped create the IAEH and was first appointed a director in 2017. Since then, Perttu has represented the Association in meetings across the globe and has been active in the IAEH's Communications. Perttu was reappointed in 2020 and currently serves his second term.

Perttu is the director of Major Events for the city of Tampere in Finland and before that was the Deputy Mayor of the city, in charge of economic development, sports and culture. Perttu is a member of the IAEH Executive Committee.



Lars Lundov

## Vice-Chair

Lars is an IAEH founding member and has been invaluable to the development of the IAEH network worldwide. Lars was first appointed a director in 2017 and reappointed in 2018 and, since then, has been actively working to promote the IAEH. Lars currently leads the IAEH's Advocacy work.

Lars has been the CEO of Sport Event Denmark from its creation focusing on international relations within the International sports world and bidding for major International sports events. Lars is a member of the IAEH Executive Committee.



Peter Hunt

## Vice-Chair

As Events and Experiences Director at Tourism and Events Queensland (TEQ), Peter leads a team that works collaboratively with government, industry and destination partners to identify, attract, develop and promote high value events in Queensland that attract visitors, contribute to the economy, raise the State's profile and foster community pride. Peter's time at TEQ has also seen him lead leveraging activity to optimise the tourism value of the Gold Coast 2018 Commonwealth Games and contribute to the 2032 Olympic and Paralympic Games Value Proposition Assessment as part of the Queensland Government's 2032 Taskforce.

Peter was appointed to serve as IAEH director in 2021. Peter is a member of the IAEH Executive Committee.

## Finance Director



Esther Britten

Esther leads the Major Events Team at UK Sport, an arm's length government body in the UK. Her team works with partners across the UK to strategically identify and invest in major sporting events. A key part of this role is to identify and programme out all the major and mega sporting events the UK looks to host on a rolling 5-10 year programme.

Esther has a passion for sport at all levels and a former hockey player and umpire. Esther has been involved with a huge range of sports events across the globe formally working for England Netball and London 2012 Organising Committee.

Esther was appointed to serve as IAEH director in 2021. Esther is a Member of the IAEH Executive Committee.



Paul Bush

Paul is one of the IAEH founding members and signatories. He has been instrumental in the consolidation and growth of the IAEH and oversees the IAEH's Finance. Paul currently serves his second term as IAEH director after being reappointed in 2019.

Paul leads VisitScotland's Events Directorate which includes Industry Development, Business Events and EventScotland.

Paul was appointed Chairman of Commonwealth Games Scotland in May 2015 and previous roles include Chef De Mission for the Scottish Commonwealth Games. Paul was awarded an OBE for Services to Commonwealth Sport.



Terrance Hasseltine

Terrance took over the reins as President of the Sport and Entertainment Corporation of Maryland in 2019 as a newly formed non-profit affiliated foundation to support the Maryland Sports Commission, where he has served as Executive Director since 2008. In addition to his sport tourism and events responsibilities, he has served as the Vice President of the Maryland Stadium Authority's Marketing and Communication since 2014.

Terrance was first appointed to serve as IAEH director in 2023.



**Robert Kawamoto**

Robert is a seasoned veteran in the major event and sport bidding/hosting industry for over 20 years based in Canada, with exposure of working with major international, national, provincial and independent events rights holders. He has served on the board of Sport Tourism Canada (formerly Canadian Sport Tourism Alliance) for over 10 years, including board and executive committee roles.

Robert was appointed to serve as director in 2022. Due to retirement, Robert resigned as director in March 2024.



**Andrew ("Drew")  
Naika**

Andrew has worked and volunteered in the events industry in New Zealand for over two decades primarily in the arts and culture space. In his early career he participated in the EFA Atelier for Young Festival Managers and he has a CFEE accreditation with the IFEA. He has extensive event delivery experience including; WOMAD; World of WearableArt; Cricket World Cups; Lord of the Rings premier. For the last seven years, he has been involved in major event prospecting; for local government as a small host city (Wellington), and currently working for New Zealand Government as a host nation investment partner.

Andrew was appointed to serve as director in 2022.



**Maggie Hsiu-Ling  
Hsu**

Maggie is the Director of the Sports Administration, Ministry of Education, Republic of China (Taiwan), as well as a current committee member of International Children's Games and Chinese Taipei Olympic Committee. She has participated in the bidding, organizing and hosting of 2002 Taipei ICG, 2009 Kaohsiung World Games, 2016 New Taipei City ICG, 2017 Taipei Summer Universiade, 2025 World Master Games in Taipei & New Taipei City, etc. She works with members from the APEC Sports Policy Network, HYPE Sports Innovation, Japan Sports Tourism Alliance and Asian Association for Sport Management to promote sports innovation for event organizers.

Maggie was appointed to serve as director in 2023.

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## Business Manager



**Alexander  
Chrysanthou**

Having originally worked in investment fund relationships at Old Mutual Wealth, Alexander is Programme Leader of Sports Business and Sports Law at UCFB. In addition to lecturing, he has developed initiatives bridging the gap between industry and academia. He has organised a set of country specific football business conferences at UCFB. He co-founded a unique sports law clinic with Lawrence Stephenson, and the Agency Hub. Alexander is a member of the IAEH Executive Committee. Alexander was appointed Business Manager of the IAEH in 2022.

# Management

## IAEH Executive Committee 2023-24

Following the AGM and the departure of Susan Sawbridge as an IAEH director, Perttu Pesä was elected by the directors as the new Chair in 2022. New posts of vice-Chair were created, to support the work of the Chair. Lars Lundov and Peter Hunt were elected by the directors to these respective posts. The post of Finance Director was also created, with Esther Britten being elected to this position.

It was decided that in order to implement executive decisions more effectively and facilitate governance, an executive committee should be formed consisting of the Chair, vice-Chairs, Finance Director and Business Manager. The work of the Executive Committee in 2023 has involved developing and implementing the goals of the IAEH following meetings with the rest of the Board of Directors. The Executive Committee also administers the nomination process for new directors.



**Perttu  
Pesä**  
Chair



**Lars  
Lundov**  
Vice-Chair



**Peter Hunt**  
Vice-Chair



**Esther Britten**  
Finance Director



**Alexander  
Chrysanthou**  
Business  
Manager



# Members

## Founding Members



## Joined in 2016-18



## Joined in 2018-19



## Joined in 2019-20



## Joined in 2020-21



## Joined in 2021-22





# Members

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Joined in 2023-24



City of  
Herning



CITY OF  
TURKU

REGION  
STAVANGER  
Visitors & Convention Bureau

EDGE  
OF  
NORWAY

# AARHUS EVENTS

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Denmark's second city, Aarhus, is at the centre of a modern, active, and creative region, the Aarhus Region, which holds never-ending possibilities regardless of whether you are looking for an active holiday, beautiful scenery, or a vibrant big-city atmosphere.

Aarhus is an innovative, internationally acclaimed cultural city offering world-class attractions and museums within walking distance. It boasts a diverse culinary scene, ranging from Street Food to Michelin-star dining, hosts leading international events and festivals, and features a thriving underground of innovative experiential offerings.



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The Tataki Auckland Unlimited team is responsible for ensuring that Auckland continues to build and deliver a portfolio of world class major events that are aligned with Auckland's Major Events Strategy and contribute to the regional economy. Major events are also designed to improve the visitor experience and grow visitor numbers, as outlined in the Auckland Visitor Plan. This team manages the region's Major Events Fund on behalf of Auckland Council.



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Berlin is Germany's political capital and one of the world's leading sports metropolises. Thanks to its high-quality sporting venues, such as the Olympiastadion Berlin or the Max-Schmeling-Halle and the Velodrom, Berlin hosts sports highlights of international importance again and again. In the last few years for example the European Athletics Championships 2018, the World Para Athletics European Championships 2018 as well as the UCI Track World Championships 2020. In the next few years, Berlin will again be the site of high-caliber events, e.g. the EURO Basket 2022 and the Special Olympics World Summer Games 2023.



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Brisbane Economic Development Agency (Brisbane EDA) play a vital role in growing Brisbane's economy, driving demand for Brisbane, and creating growth and trade opportunities for local Brisbane businesses. By doing this, Brisbane EDA contributes to the long-term economic growth of the city and a better quality of life for Brisbane residents.

As the convention bureau and regional tourism organisation for the Brisbane Region, Brisbane EDA is responsible for securing business and major events in Brisbane and working with our industry partners to promote Brisbane as the ideal destination to visit, meet and do business.



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The city of Brno is located in the very heart of Central Europe on a virtual junction of connecting lines among the capital cities of the Czech Republic, Slovakia and Austria. This modern and dynamically developing city is the centre of sport and culture and hosts a number of international happenings and events – Janáček Brno Music Festival, International Biennial of Graphic Design, Olympic Festival, and more. Lovers of industry and trade will have theirs in Brno as well; the Brno Exhibition Centre offers excellent facilities for them with its 130,000 sqm of exhibition space, 13 exhibition halls and more than 50 international trade fairs and exhibitions held each year.



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Sport Tourism Canada is a non-governmental, member-based, capacity building organization that promotes sport tourism as a grassroots economic development initiative at the community level. The STC services over 500 members across Canada, including 150 municipalities, 300 national and provincial sport, multi-sport and major games organizations and a variety of other sport and tourism industry partners. Sport tourism is the fastest growing segment of the tourism industry in Canada with approximately \$6.5 billion in annual spending by domestic and international visitors. Canada has a rich and proud history of hosting major international sport events, including three Olympic Games, three Pan American Games, the World University Games, two Commonwealth Games and hundreds of other summer and winter single sport events, including the FIFA Women's World Cup 2015.



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The City of Charlottetown is a flourishing community of approximately 40,500 people located on the south shore of Prince Edward Island. In addition to being the capital city of Prince Edward Island, Charlottetown is also Canada's 'Birthplace of Confederation' - a recognition reflecting the historic 1864 Charlottetown Conference that led to Confederation. With a priority placed on sport event attraction, Charlottetown has seen tremendous ongoing success in hosting numerous sport events as a result of a shared vision to be a premier sport tourism destination, dedicated leadership, and strategic partnerships locally and nationally. Charlottetown is currently ranked the #1 sport event host city on the Canadian Sport Hosting Index for populations less than 50,000, and is ranked #6 overall in the country, the smallest city by far to break the Top 10 which is dominated by major metropolitan centres.

**WONDERFUL  
COPENHAGEN**



Headquarters: Copenhagen, Denmark  
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With Copenhagen you are guaranteed a host city with the proven ability to organise successful events in creative, green and beautiful surroundings. Copenhagen is one of the most popular event and congress cities in the world due to its easy accessibility, general level of efficiency and low crime rate. Copenhagen - Likeable, Liveable, Loveable.

Wonderful Copenhagen is the official convention, event and visitor's bureau of the Greater Copenhagen area. Wonderful Copenhagen deals with all aspects of Copenhagen as a tourist and travel destination such as marketing, promotion, product development, public events, strategic planning, information, PR, brochures, statistics, analyses etc.

## SPORT EVENT DENMARK

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Sport Event Denmark is the national sports event organization, established and supported by the Danish Government.

We create value by Uniting people through the hosting of world-class sporting events, including World and European Championships and major congresses across a variety of sports.

Through our close collaboration with Danish host cities and national governing bodies, we ensure that each event builds on the success of the previous ones.

With over 250 events hosted in the last decade, Denmark stands proud as one of the leading international sports event destinations in the world and as a valued partner to the global sports industry.

## ◆ EDINBURGH ◆ YOUR COUNCIL - YOUR CITY

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The City of Edinburgh Council is a progressive, outward-facing local authority with wide-ranging responsibilities, including schools, social work, housing, economic development, parks and green spaces, culture, sport, roads, transport, festivals and events. The Council is committed to playing a dynamic role on the local, national and international stage, and this includes working with partners to attract world-class events to the city. Several years ago the Council created the much-lauded Events Planning and Operations Group (EPOG) to handle the operational requirements of organisations planning to deliver events in the city, and this is now recognised as an exemplar of its type.

# EXPLORE EDMONTON

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Edmonton Events is a strategic partnership between the City of Edmonton and Edmonton Tourism, focused on attracting major events to the region. Every event is unique and the team customizes the approach to suit each right holder's needs. From event inception, bidding and marketing to operations and legacy, Edmonton Events is your single point of contact. The team offers access to political and financial support, marketing and media expertise and the ability to activate your event within the community. Edmonton Events listens, learns, adapts and is committed to the success of your event



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EventFlanders is a Flemish Government department dedicated to attracting major international events to Flanders and to helping existing events grow to higher levels. EventFlanders is a part of VISITFLANDERS, the official tourism organisation for Flanders and Brussels, a destination famous for its rich art and heritage, amazing gastronomy (including world-renowned chocolate and beer), fashion and cycling. The organisation invests in the sustainable development and promotion of Flanders and Brussels as a top tourist destination.



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Glasgow Life is a charity that delivers cultural, sporting and learning activities on behalf of Glasgow City Council. At the heart of everything we do is our vision: to inspire Glasgow's citizens and visitors to lead richer and more active lives through culture and sport. Our purpose is to provide Glasgow's residents and visitors with that greater access; to deliver better cultural, sporting and learning services and opportunities and inspire everyone to make the most of them. In doing so we aim to make a positive impact on individuals, the communities in which they live and the city as a whole.



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Göteborg & Co is the official tourism, event and promotion company of the City of Gothenburg. We bid for and host events that strengthen the city brand and contribute to making Gothenburg an even better place to visit, work and live in.

We catalyse ideas and ambitions from both existing and new organisers.

We also identify new events and find suitable organisers and arenas.

Each year, we work with about 140 different events. When we host major international events Gothenburg & Co is often the headquarter of the local organisation.



**An Roinn Turasóireachta, Cultúir,  
Ealaíon, Gaeltachta, Spóirt agus Meán**  
Department of Tourism, Culture,  
Arts, Gaeltacht, Sport and Media

Headquarters: Dublin, Ireland  
Contact: Alan Cosgrave  
Position: Director of Sport and Events  
E-mail: [bAlan.Cosgrave@tcagsm.gov.ie](mailto:bAlan.Cosgrave@tcagsm.gov.ie)  
X: @DeptCultureRL  
Website: [www.gov.ie/en/organisation/department-of-tourism-culture-arts-gaeltacht-sport-and-media/](http://www.gov.ie/en/organisation/department-of-tourism-culture-arts-gaeltacht-sport-and-media/)

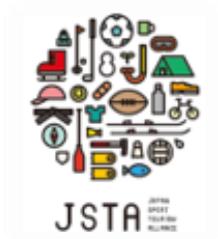
The Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media oversees the protection and presentation of Ireland's cultural assets. The Major Events Division was established in late 2019, its primary function is the bidding and hosting of Major Events which require Government support and input to win. This can come in the form of financial support, legislation, commercial protections, ICT, transport and security provisions as well as political support.



City of  
**Herning**

Headquarters: Herning, Denmark  
Contact: Søren Juul Baunsgaard  
Position: Head of Culture and Leisure  
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Website: [www.herning.dk](http://www.herning.dk)

In Herning Municipality, international sporting events are part of our DNA. Despite the city's – in this context – modest size, Herning has hosted a number of World Cups, European Championships and World Championships in recent years. The city's motto in the event context is "Big enough to matter, small enough to care."



Headquarters:	Tokyo, Japan
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Position:	Chairman
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Website:	www.sporttourism.or.jp

Japan Sport Tourism Alliance is a non-profit organization established by the Tourism Authority to promote sports tourism, and is putting efforts into making networks of related organizations and inbound tourism.

The JSTA plays a central role in Japan's sports tourism industry not only widely promoting and raising awareness of sports-related activities, but also serving as a hub to bring together academic, business and governmental circles for collaboration purposes, conducting business matchmaking activities for related parties, and enhancing network promotions. Through such activities, we at the JSTA are contributing to the development of sports tourism in Japan.



Headquarters:	London, England, UK
Contact:	Alisa Buck
Position:	Head of Major Events & City Experience at London & Partners
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X:	@London_CVB
Website:	www.londonandpartners.com/events

London & Partners is the business growth and destination agency for London. It is a not-for-profit company which operates as a social enterprise, half funded by the Greater London Authority (GLA) and half from other sources, including a portfolio of commercial ventures.

We promote London across the world to attract overseas companies, events, students and visitors to the capital, as well as helping London companies expand internationally. Our mission is to create economic growth that is resilient, sustainable and inclusive.

The Major Events Team at London & Partners provide expertise and guidance to help stage major sports and cultural events. We do this by working in partnership with city stakeholders and industry leaders in entertainment, culture and sport. London's primary goals are to attract events which deliver economic benefit to London, draw global media exposure and generate community engagement.



Headquarters: Baltimore, MD, USA  
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Sport and Entertainment Corporation of Maryland supports Maryland Sports in hosting major sports events, economic analysis and research relating to sports, sponsorship of major sports events, and development of partnerships with other public and private entities to sponsor major sports events. Sport and Entertainment Corporation of Maryland is a non-profit moving Maryland forward through sports.



Headquarters: New Taipei City, Taiwan (R.O.C.)  
Contact: Hou You-Yi  
Position: Mayor of New Taipei City  
E-mail: [ah9836@ntpc.gov.tw](mailto:ah9836@ntpc.gov.tw)  
Website: [www.foreigner.ntpc.gov.tw](http://www.foreigner.ntpc.gov.tw)

The New Taipei City Government is the administration hub of the city. It consists of 29 districts. The city hall is located in the Banqiao District. The administration is dedicated to developing the city and delivering public services. The priority in our development strategy includes but is not limited to:  
Build up convenient transportation and human-centered environment;  
Promote economic growth and create employment opportunities;  
Showcase cultural diversity and promote tourism business;  
Promote a smart city and efficient governing



Headquarters: Wellington, New Zealand  
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Website: [www.majorevents.govt.nz](http://www.majorevents.govt.nz)

New Zealand Major Events is the lead entity for events within central government in Aotearoa New Zealand. It acts as an advisor to government ministers on aligning events to government objectives, links the events sector with the operational and leverage arms of government, invests in events to achieve outcomes that align with government priorities, and partners with other event stakeholders to attract, deliver and leverage major events.



Headquarters: New Taipei City, Taiwan (R.O.C.)  
Contact: Hou You-Yi  
Position: Mayor of New Taipei City  
E-mail: [ah9836@ntpc.gov.tw](mailto:ah9836@ntpc.gov.tw)  
Website: [www.foreigner.ntpc.gov.tw](http://www.foreigner.ntpc.gov.tw)

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- Build up convenient transportation and human-centered environment;
- Promote economic growth and create employment opportunities;
- Showcase cultural diversity and promote tourism business;
- Promote a smart city and efficient governing



Headquarters:	Darwin, Northern Territory, Australia
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Since 1999, Northern Territory Major Events Company has been delivering and supporting events from Australia's Top End right down to the Red Centre. As the peak body for events in the Territory, Northern Territory Major Events Company strives to grow industry capability, strengthen the Northern Territory's identity as an exciting place to live and work and deliver world-class events to boost visitation and ultimately strengthen the Territory's economy.



Headquarters:	Oslo, Norway
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Innovation Norway / Visit Norway - Events is the national organisation for sport, cultural and business events, and responsible for promoting Norway as a destination for future events. The team acts as a central point of contact for event organisers, providing neutral advice and putting you in contact with the best suppliers, thus helping you to make the right decisions for your event. As the official representatives of the international event industry in Norway, the Visit Norway Event team is experienced at dealing with all requests professionally and promptly. With a broad portfolio of established partners across the event sector, the team will help ensure a successful event in Norway. Visit Norway work closely with local sport federations, cultural organizers, and the event/tourism industry across the country to encourage events that are sustainable and innovative to be organised in Norway.



Headquarters:	Ottawa, Canada
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Ottawa Tourism Major Events and Sports team work closely with the City of Ottawa and Canada's Capital venues and partners to stage major national and international sporting events. We have built a reputation for delivering an unparalleled experience for all rights holders, participants, sponsors, spectators, and volunteers alike. Our goal is to create long lasting partnerships that lead to the continual success of your event and benefit our community in the Nation's Capital. Whether it's developing creative services, securing accommodations or finding the right facility, we are here to meet your needs.



Headquarters:	Cebu City, Philippines
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Sports Turismo Alliance Philippines is a non-stock, non-profit organisation registered under Philippine laws. Through its unifying efforts, it is mandated to pursue uplifting the standards of organising of events and the promotions of various sports, tourism and host cities in the country. It is involved in holding of seminars and workshops throughout the archipelago in the promotions of sports tourism, particularly through bidding for international sports and cultural events. The organisation also acknowledges and honours the exceptional efforts made by industry players and gives due recognition to sports and cultural events, destinations, venues, local governments, sports associations, event organisers and private companies that have played a significant role in the rapid growth of the sports tourism industry through the annual Philippine Sports Tourism Awards.



Headquarters: Brisbane, Australia  
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X: @teqld  
Website: www.teq.queensland.com

Tourism and Events Queensland (TEQ) is a statutory body of the Queensland Government and is the state's lead marketing, destination and experience development and major events agency. In partnership with government, regional tourism organisations, industry and commercial stakeholders, TEQ aims to build Queensland's tourism and events industry to foster innovation, drive industry growth and boost visitor expenditure. TEQ works collaboratively with government, industry and destination partners to identify, attract, develop and promote successful events in Queensland. Via an integrated events marketing platform, TEQ annually delivers a distinctive, world-class Events Calendar for Queensland that, as a sustainable high value asset, contributes to the Queensland economy and inspires visitors to experience the best events in Australia at the best address on earth.



Headquarters: Stavanger, Norway  
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The organisation is a sales and marketing body for companies, municipalities and organisations with interests related to the tourism industry and marketing of the region. The purpose of the organisation is to carry out marketing activities on behalf of municipalities and the tourism industry. The company is a non-profit organisation. The company shall market the region as a destination in connection with the cruise, events, conference and congress market, the holiday and leisure market and contribute to the overall profiling of the Stavanger region as a place to live and work.



## Stockholm

The Capital of Scandinavia

Headquarters:	Stockholm, Sweden
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Website:	www.visitstockholm.com

Visit Stockholm's goal is to make Stockholm the leading event city in Scandinavia. Visit Stockholm offers experienced, highly informed, accessible help and advice – free of charge – to make sure your ideas will come alive like never before. Visit Stockholm will help you plan for your next upcoming event in Stockholm by providing: advice and consultation; help to develop professional applications and presentations; contact with various departments, companies and administrators within the City of Stockholm; and a network of competent partners who will assist you with your event – arenas, accommodation, transport and marketing etc.

## EventScotland™

Headquarters:	Edinburgh, Scotland, UK
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Position:	Director of Events
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Website:	www.eventscotland.org

EventScotland takes a strategic lead in the Scottish events industry and is responsible for bidding for and securing major sporting, cultural and business events. The Directorate: EventScotland, Business Events and Industry Development plays a pivotal role in the implementation of the national strategy, *Scotland the Perfect Stage for Events*.

Building upon the success of XX Commonwealth Games, The Ryder Cup and the 2015 World Gymnastics Championships, the 2015 – 2025 strategy aims to raise Scotland's reputation as the perfect stage by developing the industry and by supporting and securing a portfolio of events which deliver sustainable impact and international profile.



Headquarters: Cincinnati, OH, USA  
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Website: www.sportseta.org

As the non-profit trade association for the sports events and tourism industry in the United States, the Sports Events & Tourism Association (Sports ETA) is the most essential resource for sports commissions, sports destinations, vendors and sport event owners. We believe sport tourism and the events that our members host and own have the power to transform society for the better. Our passion is to help sport tourism professionals achieve previously unimagined levels of performance. We do this by nurturing a community of smart, creative and interesting people: our members.



Headquarters: Taipei City, Taiwan (R.O.C.)  
Contact: Chin-Hsung Kao  
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Website: www.sa.gov.tw

The Sports Administration, Ministry of Education, Republic of China (Taiwan) is the highest sports authority in Taiwan. It was formed in the name of the Sports Affairs Council (SAC) of the Executive Yuan in 1998. Starting January 1<sup>st</sup>, 2013, the SAC became the Sports Administration (SA) under the Ministry of Education as part of the government structural reform.

Over the years, the SA has devoted itself to integrating sports resources, promoting sports for all, cultivating outstanding athletes, creating a well-equipped sports environment, and expanding exchanges with the international community.



Headquarters:	Taipei City, Taiwan (R.O.C.)
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The Department of Sports, Taipei City Government, was formed in the name of Track And Field Office in 1956, then was promoted to Taipei Sports Office in 2004, and finally became one of the primary administrative agencies under the supervision of Taipei City Government in 2012. As the competent authority of sports of the capital in Taiwan, it is structured into 6 divisions with following duties: to execute the policy of "Sports for All"; maintain and upgrade sports venues for optimal utility rate; cultivate grassroots sports and high performance athletes; improve the profitability of the sports industry; facilitate international interaction in sport and to keep up a sport-friendly image for optimal international publicity.



Headquarters:	Tampere, Finland
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Tampere is one of Northern Europe's most active hosts of international sports events, rivalling cities several times its size. Backed by the whole sport-loving city, the dedicated and experienced city staff and local volunteers make Tampere a reliable and capable host for any major event.

Our aim at Tampere Major Events is to make Tampere an even better place to live, visit and organize events in. We bid for major sports and cultural events and help event organizers produce world-class events. We are also actively involved in city development projects. Our passion is Tampere.



Headquarters:	Bangkok, Thailand
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Established by Royal Decree in 2002, the Thailand Convention and Exhibition Bureau (also known as TCEB) is a public organization tasked with promoting and developing business events in Thailand. Since 2004, TCEB has worked toward establishing Thailand as Asia's premier business events destination, by providing flexible, service-oriented support to meeting-goers, incentives winners, convention attendees and exhibition participants.



Headquarters:	Turku, Finland
Contact:	Kimmo Hyypä
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Website:	www.turku.fi/en/frontpage

Turku is an energetic center of growth in the Baltic Sea area with over 200 000 residents and the entire region has over 342 000 residents. Turku looks ahead and is boldly renewing. The livelihood structure, top class selection of education, culture, as well as the beautiful archipelago, form a magnetic combination. The city is also known for its local and national food culture and heritage.

Turku aims to be carbon neutral by 2029 and climate positive from then onwards. The city of Turku has been selected as one of the globally leading climate cities for the fourth time.



Headquarters:	London, England, UK
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UK Sport provides strategic investment to enable Great Britain's Olympic and Paralympic sports and athletes to achieve their full medal winning potential. We work in partnership with the National Governing Bodies of sports to ensure they operate as effectively as possible.

UK Sport is the lead government agency for major sporting events at the UK level. We work closely with our sporting and regional partners to ensure that the UK successfully bids for and stages a range of the world's biggest international sporting events to a world-leading standard. Our programme comprises of major international events that are of national strategic importance to the UK, and that represent the pinnacle of global competition in each respective sport.



Headquarters:	Melbourne, Australia
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Website:	www.visitvictoria.com

Visit Victoria is the primary tourism, business and major events company in the state of Victoria, responsible for spearheading a cohesive approach to marketing Melbourne and Victoria to attract more visitors and world class events to the region. The Major Events team within Visit Victoria is responsible for the acquisition of major sporting, creative, theatrical and culinary exhibitions and events to grow Melbourne's reputation as a global leader in major events and has been responsible for acquiring a number of outstanding events.



Headquarters:	Cardiff, Wales, UK
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Position:	Senior Events Manager
E-mail:	Amanda.Richards@gov.wales
X:	@businesswales
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Event Wales is responsible for managing the development and delivery of policy on major events, including the implementation of the Event Wales strategy. We work closely with partners across the public, private and third sectors in Wales, the UK and internationally. With our support, Wales has successfully hosted and attracted some of the world's biggest and most prestigious sporting events including: the Ashes; Senior Open Championship; Rugby World Cup; World Half Marathon Championships; UEFA Champions League Final; and Volvo Ocean Race. We also support a thriving portfolio of arts and cultural events, such as: Artes Mundi, Machynlleth Comedy Festival, FOCUS Wales music festival and Other Voices (Cardigan).



Headquarters:	Birmingham, UK
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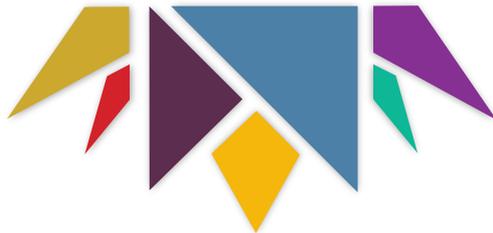
The West Midlands Growth Company (WMGC) supports the delivery of the West Midlands Combined Authority's Local Industrial Strategy working to increase jobs, businesses and productivity in the region. Our partners include local enterprise partnerships, councils, growth hubs, universities, Chambers of Commerce and the private sector. We focus our core activities across Greater Birmingham and Solihull, Coventry and Warwickshire and the Black Country, with the potential and scope to deliver services for the wider West Midlands.

WMGC are lead delivery partner for the Birmingham 2022 Commonwealth Games Business and Tourism Programme. We are tasked with delivering inward investment, capital investment, leisure tourism, business tourism, regional and attracting major sporting events and boosting the sports economy.





# INTERNATIONAL ASSOCIATION OF EVENT HOSTS



International Association of Event Hosts. Registered in England. Company No.: 10989401  
Registered Office: Crown House, 27 Old Gloucester Street, London WC1N 3AX  
[www.eventhosts.org](http://www.eventhosts.org) - [admin@eventhosts.org](mailto:admin@eventhosts.org)

**Poll**

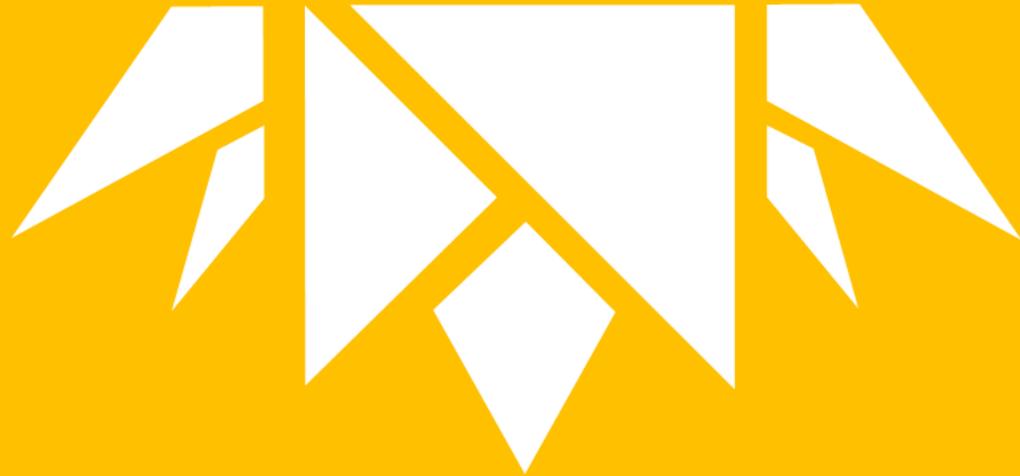
**2024-25**



INTERNATIONAL ASSOCIATION  
OF EVENT HOSTS



# Poll on Board of Directors





## **Lorelle Chittick- Brisbane Economic Development Agency**

Lorelle is an accomplished tourism and events professional who leads BEDA's Tourism, Business and Major Events team and champions Brisbane's visitor economy sector. With a focus on driving long-term sustainable economic growth, Lorelle leads an experienced team responsible for the attraction and support of business events, major events (including sporting blockbusters, cultural performances and exhibitions), and increasing visitation and visitor spend in Brisbane through the delivery of industry development programs and trade engagement initiatives. Lorelle has over two decades of experience in the Tourism, Conventions and Events industries having worked across a diverse range of organisations in the UK, Canada and Australia. Working with BEDA since 2005, Lorelle has been instrumental in raising Brisbane's profile as a world-class destination to visit, meet and do business.



## **Sheena McCrate- Sport Tourism Canada**

As a strong believer in civic leadership, Sheena has served on several community and professional boards, including; Newfoundland & Labrador Sports Centre, Destination St. John's, Newfoundland & Labrador Credit Union, Newfoundland & Labrador Credit Union Charitable Foundation, Newfoundland & Labrador Housing Corporation and Downtown St. John's. Also, prior to be appointed CEO of Sport Tourism Canada, she was a Board member of the organization and served as an Officer of the Corporation in the capacities of Treasurer and Vice Chair.

# PROPOSED 2024-25 BOARD OF DIRECTORS



Esther Britten  
UK Sport



Paul Bush  
EventScotland



Lorelle Chittick  
Brisbane Economic  
Development Agency



Terrance Hasseltine  
Maryland Sports  
Commission



Maggie Hsiu-Ling Hsu  
Sports Administration, Ministry  
of Education, Republic of China  
(Taiwan)



Lars Lundov  
Sport Event  
Denmark



Sheena McCrate  
Sport Tourism Canada



Andrew Naika  
New Zealand  
Major Events



Perttu Pesä  
City of Tampere

# MEMBERS WITH A VOTE

