

## Three fast-track services to regain control of your sports events

Over the past few weeks, throughout the world, the COVID-19 outbreak has taken the world by surprise and has brought great strain upon all parts of society including cities and organisations involved in the hosting of international sports events.

With world leaders predicting that the situation will settle over the coming months, cities active in the sports event hosting market have the power to regain control by proactively trying to adapt and perhaps even look for new opportunities.

In order to support your city as you take these important decisions regarding your major sporting events, BCW Sports Practice is offering three solutions that can get you back on track.

### **1 TAILORED STATUS REPORT ON MAJOR SPORTING EVENTS POSTPONEMENTS AND CANCELLATIONS**

With all sporting events being postponed or cancelled, it is easy to lose track of which events are available and when bidding processes will open. To help you foresee this, BCW Sports Practice offers to produce a report on the status of international sporting events for a selection of sports according to your hosting ambitions. BCW Sports Practice also proposes to informally test your ideas for future collaborations with international sports federations here in the Lausanne region and other event right-holders before moving to the next step.

### **2 FAST-TRACK REVIEW OF YOUR SPORTS EVENTS HOSTING STRATEGY**

The current global health crisis is most likely forcing you to rethink your plans for hosting sports events. Your priorities may even have changed, your vision has probably evolved and the current situation has created both challenges and opportunities. In order to help you get back on your feet and come back stronger, BCW Sports Practice offers to help you readjust your event strategy to the new context in which your city will operate as a result of the crisis.



### **3 INFLUENCING WORKSHOP TO SECURE POLITICAL AND FINANCIAL SUPPORT FOR YOUR NEXT EVENT(S)**

As a result of the current crisis, your city's political leaders will possibly decide to readjust their budgets to areas considered more "essential", hence revising the budget allocated to international sporting events downwards for the next few years. To reverse the trend, BCW Sports Practice can, through an online workshop, help you to communicate and remind your city's decision-makers of the unique opportunity that an international sporting event can represent in achieving your city's goals for the recovery phase – whether it be around economic, social and/or image development.

## Invitation

BCW Sports Practice will host a free one-hour webinar on **WEDNESDAY, APRIL 29<sup>TH</sup> AT 14:00 CET**, where BCW senior advisors will share ideas on how to deal with the communications around the postponements and cancellations of sporting events, including branding considerations for events in a post COVID-19 situation.

**To register for this webinar and for more information about our services, please contact:**



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