30+ YEARS EXPERIENCE
CONNECTED SERVICES to develop tailored integrated solutions
1700+ CLIENTS WORLDWIDE
CONNECTED WITH FANS to understand their behaviour
CONNECTED WITH CLIENTS to understand their challenges
1400+ TOTAL EMPLOYEES
CONNECTED OFFICES for a complete service around the world
20+ OFFICES WORLDWIDE
#CHANGINGWORLD
WHICH ARE THE THREE BIGGEST PHOBIAS OF YOUNG GENERATIONS?
SOCIAL REVOLUTION

As of 15/1/15

Cristiano Ronaldo

Beyonce

Barack Obama

109 M

64 M

47 M

OVER POWERFUL ATHLETES!

Up to February 19th 2016
Video gamers on the verge of surpassing the number of sports fans

Source: Repucom Global Growth of eSports 2015
Sports and cultural events are unique opportunities to boost the attractiveness of a city, region or country, and to generate revenues.

- Generate additional revenues
- Show a positive image of destinations
- Support social cohesion / bring pride to local population
- Vitalize the region’s development and/or a specific economic sector
- Increase and diversify tourism attendance
- Communicate on cultural heritage
- Leave concrete long-lasting legacies
- Promote local know-how and public policies
Both tangible and intangible event impacts are vital for a consistent and successful hosting project.

**Ex ante Projection**
Identify, select, and prepare your event properly to make it a popular and economical success story

**post-event valuations**
Compare the real benefits to the original objectives (ROO & ROI).

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Event Intelligence, Event Selection, KPI Setting

Economic, Media & Marketing, Community impact
AT THE HEART OF EVENTS
How can a territory generate revenue through hosting an event?

What are the impacts of digital and social media?

How does an event support the awareness and image of a territory?

How to integrate the opinion of the local population into an event organisation project?
#CHANGINGWORLD
1. The world of sport is growing – and expanding
2. ‘Partnerships’ are becoming more immersive and rewarding
3. The competition to capture new audiences is intense
4. Broadcast media: more valuable than ever but under threat
5. Emergence of fast-growth sports and events
6. Sport under intense scrutiny and governance is key
7. Digital and social: the revenue roadmap is starting to unlock
8. New technologies transforming the fan experience – at venue and at home
9. Increased focus on building strong fan relationships is paying back
10. Everything is measurable and accountability is more important than ever
5

EXPANSION OF FAST-GROWTH SPORTS & EVENTS
WE ARE SEEING FOUR TYPES OF FAST-GROWTH SPORTS AND EVENTS

**E SPORTS**

» A new ‘sport’, eSports has grown faster than any traditional sport.
» Massive participation, elite-level events sell-out arenas, mainstream broadcaster and sponsor interest.

**NEW FORMATS LEAGUES/EVENTS**

» Creation of new leagues to reach new audiences and better fit with modern era.
» Traditional sports rights holders are staging new events to engage with fans and drive revenues streams.

**FITNESS & PARTICIPATION**

» More fitness options for people globally.
» Rise of spinning classes.
» Personal fitness driven by tracking through wearables.
» Social & fun running - group runs, running for fitness and fun, not for timed racing.
» Personal coaching.

**COMBAT SPORTS**

» Continued growth and success of more combat sports on TV.
» Capturing hearts and minds around the world.
» Growth may be stymied by regulation in certain markets.
NEW FORMATS AND LEAGUES/ EVENTS ARE RE-ENERGIZING TRADITIONAL SPORTS AND CREATING NEW AUDIENCES

Crédit photos : Tournoi des 6 Stations
LEAGUES ARE RE-ENERGISING TRADITIONAL SPORTS WITH SPECIAL EVENTS IN NON-TRADITIONAL VENUES TO CREATE UNIQUE EXPERIENCES

New format – Outdoor sport brought inside Biathlon World Team Challenge

» Taking a winter outdoor sport to an arena for an exciting event with 50,000 fans.

New format – Indoor sport brought outside Handball and ice hockey

» Leagues creating special events for indoor sports by bringing games to outdoor venues.
» World Record in attendance for a handball game with 44,000 fans.
CONCLUSION