

# **INTERNATIONAL CONVENTION FOR CAREERS IN SPORTS**



**BE WISE WORK IN SPORTS**



# INTRODUCTION

**WISE** – Work In Sports Exhibition – is the only B to B event dedicated to foster careers in the sports industry in a 360° sharing platform between leaders of today and tomorrow as well as active and former professional athletes. Bringing together leading personalities of the sport's world, this international convention will present the various sport's professions, their market evolution, trends and related educational systems.

**WISE** is an integral part of an international promotion campaign dedicated to sports by the Canton de Vaud and the City of Lausanne.

## OBJECTIVES

The objectives of **WISE** are to:

- Present the various sports professions, their market growth and trends
- Assist professional athletes in their career transition
- Gather leaders of today and tomorrow for each sports profession
- Showcase countries that are active in sport development
- Share between peers from the same markets or from other industries
- Network with other sports professionals
- Offer career development and present educational systems to the WISE community





# WISE AT A GLANCE

## 1) FORUM

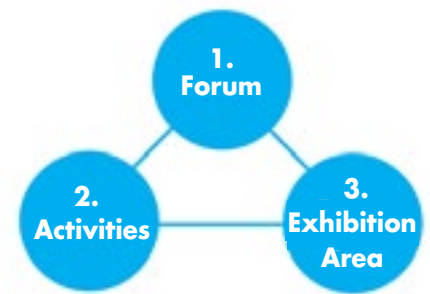
- Interdisciplinary conferences, workshops and round tables discussions with sports professionals of different backgrounds
- Dedicated conferences and workshops by sports professions
- Main emphasis on career management and individuals

## 2) ACTIVITIES

- Simulations of sports professions with real “actors”
- Series of activities such as live assessments or recruitments
- Career-related live trainings (leadership, group motivation, speaking in public, etc.)
- Building an online CV library

## 3) EXHIBITION AREA

- Outstanding companies selected because of their interest in the development of sports professions
- Some of the best organisations active in the areas of career management such as Human Resources companies/agencies, Universities, Associations, Federations, etc.



# CAREERS IN SPORTS

## TARGETS

- **Professionals:** Anyone active in the various sectors of the sports industry or willing to embrace a career in this field
- **Leaders of tomorrow:** High potential young professionals that have little experience in sports and/or are about to pursue a career in the sports industry
- **Professional athletes:** Any former or active professional athletes eager to work in the sports industry

Category	Examples of sport professions
SPORTS SCIENCES	› Doctor, Physiotherapist, Psychologist, Physical Trainer and Coach
MARKETING & EVENTS	› Marketing Director, Event Manager, Sales Manager
COMMUNICATION & MEDIA	› Communication Manager, PR Manager, Journalist
SPORT & DEVELOPMENT	› Competitions Manager, Development Director, Sports Manager, Technical Coordinator
ADMINISTRATION & MANAGEMENT	› Secretary General, HR Manager, CFO, Knowledge Manager
SPORTS LAW	› Lawyer, Legal Counsel, Anti-Doping Manager
CONSULTING	› Consultant, Freelancer, Independent Specialist
INNOVATION, TECHNOLOGY & KNOWLEDGE	› Engineer, Researcher, Technology Project Manager
SPORT FACILITIES	› Facilities Manager, Venue Director, Stadium Manager, Pool Supervisor
SPORT & CULTURE	› Museum Director, Advisor - Sport and Culture Department, Ceremonies Director

## MAY 6

### OPENING NIGHT

2014 will be an eventful year for sporting events. Besides the Winter Olympic Games in Sochi in February, Brazil will welcome the FIFA World Cup in June and July. In 2016, Brazil will again be under the spotlights as they set to host the Summer Olympic Games.

These worldwide events can be considered an important catalyst for the host country and it should help Brazil. Belonging to the emerging countries (BRICS), Brazil is developing itself in the sporting, economic, social and environmental fields. A significant improvement is also to be expected in facilities, education, and tourism promotion thanks to the positive and dynamic image given by the country worldwide.

However, the results of such major sporting events are never guaranteed and therefore the legacy is always a theme of discussion, notably because of the costs incurred. It is true that some countries have been able to deal with legacy better than others and for this reason CIES has decided to host this round table and gather experts just before the FIFA World Cup and the 2016 Olympics. This conference will allow everyone to better understand this challenge and its related issues, as well as the real legacy to these two major Brazilian competitions.

### PROGRAMME

18:30 – 18:35	<ul style="list-style-type: none"> <li>Welcome Message:</li> <li>Jean-Philippe Rochat Atty, Chairman of the Board of Directors of MCH Beaulieu Lausanne SA and Vice President of Swiss-Ski</li> </ul>
18:35 – 18:45	<ul style="list-style-type: none"> <li>Legacy of major sporting events : Current situation</li> </ul>
18:45 – 19:45	<ul style="list-style-type: none"> <li>Round Table – Moderator : Denis Oswald</li> </ul>
19:45 – 20:15	<ul style="list-style-type: none"> <li>Questions by the public</li> </ul>
20:15 – 20:30	<ul style="list-style-type: none"> <li>Official Opening of WISE (First International Convention of Careers in Sports). In the presence of Philippe Leuba State Councillor and Marc Vuilleumier Municipal Representative</li> </ul>
From 20:30	<ul style="list-style-type: none"> <li>Complimentary Cocktail</li> </ul>

### SPEAKERS

François Carrard	<ul style="list-style-type: none"> <li>Lawyer and former Executive Director, IOC</li> </ul>
Pierre-Alain Dupuis	<ul style="list-style-type: none"> <li>Journalist, RTS</li> </ul>
Gilbert Felli	<ul style="list-style-type: none"> <li>IOC Olympic Games Executive Director</li> </ul>
Miranda Kiuri	<ul style="list-style-type: none"> <li>Architect, specialised in sports infrastructures</li> </ul>
Denis Oswald	<ul style="list-style-type: none"> <li>Member of the IOC and CIES Director</li> </ul>
Jérôme Valcke	<ul style="list-style-type: none"> <li>General Secretary, FIFA</li> </ul>

### INFORMATION

**Date and time :** Tuesday, May 6, 2014 (Doors open at 18h00).

**Location :** Expo Beaulieu Lausanne, Lausanne Room.

Registration required at: [events@cies.ch](mailto:events@cies.ch) (Free Event)

## MAY 7

### WEDNESDAY WISE FEVER

### PROGRAMME

18:30 – 18:45	<ul style="list-style-type: none"> <li>Opening remarks by Christophe Dubi, IOC Sports Director : « The IOC's support to the athletes in career transition ».</li> </ul>
18:45 – 20:00	<ul style="list-style-type: none"> <li>Then Awards will be presented for outstanding work in sports, in the following categories: <ul style="list-style-type: none"> <li>Award for Best Sport Manager, Presented by Association Suisse des Managers du Sport (ASMS)</li> <li>Award for Sport Science, Presented by European College of Sport Science (ECSS)</li> <li>Award for Sport Innovation</li> <li>Award for Best Postgraduate Sport Course, Presented by SportBusiness</li> <li>The WISE Award</li> </ul> </li> </ul>
20:00 – 24:00	<ul style="list-style-type: none"> <li>Music and Drinks</li> </ul>

### INFORMATION

**Date and time :** Wednesday, May 7, 2014 (Doors open at 18h00).

**Location :** Expo Beaulieu Lausanne, St-Moritz Room.

Event reserved for WISE Exhibitors and Participants. The participant pass will be asked at the entrance.

# PROGRAMME MAY 7

Topic	Speaker	Function	Time	
Ready Get Set Go	<b>Colin JACKSON</b>	Olympic Medallist, Sport Journalist	9:00 to 9:15	OMS
Civic Education through Sports by Vale	<b>Fidel BLANCO</b> <b>Sergei ASCHWANDEN</b>	President of the Board of Directors, Vale International SA UNIL Graduate, Olympic Medalist, Villars Sports Centre Director	9:15 to 10:15 <b>L</b>	P+RT
Presentation N°1: Valuable Insights from the Athlete Career Programme	<b>Patrick GLENNON</b>	Adecco, Senior Vice-President for «Athlete Career Programme» for the IOC	10:15 to 11:00 <b>T</b>	W
My Vision of Marketing and Sponsorship	<b>Jean-Claude BIVER</b>	Chairman of Hublot's Administrative Board	10:15 to 11:00 <b>L</b>	I
Inspiring Young Athletes Through the Youth Olympic Games – Engaging Tomorrow's Leaders	<b>Sergei ASCHWANDEN</b> <b>Philippe FURRER</b> <b>Lea MEDVESEK</b>	UNIL Graduate, Olympic Medalist, Villars Sports Centre Director Senior Manager, IOC Young Ambassador, Innsbruck 2012	10:30 to 11:30 <b>S</b>	P+RT
Sport Sponsorship and Marketing Today	<b>Jean-Claude BIVER</b> <b>Phil BAKER</b> <b>Christophe TROENDLE</b> <b>Eric AMSTEIN</b>	Chairman of Hublot's Administrative Board Marketing Director, FIM Marketing Director, World Taekwondo Federation Sport Marketing Switzerland, ADIDAS	11:00 to 12:00 <b>L</b>	RT
Education in Sport 1: The diversity of full time programmes	<b>Vincent SCHATZMANN</b> <b>Michael TAPIRO</b> <b>Henk VERSCHUUR</b> <b>Nikolay PESHIN</b>	General Secretary, CIES, SUI President SMS, FRA Professor, Cruyff Institute, NED Professor, Pro-rector for research, Russian International Olympic University, RUS	11:30 to 12:30 <b>S</b>	P+RT
Presentation N°2: Valuable Insights from the Athlete Career Programme	<b>Patrick GLENNON</b>	Adecco, Senior Vice-President for «Athlete Career Programme» for the IOC	11:45 to 12:30 <b>T</b>	W

# PROGRAMME MAY 7

Topic	Speaker	Function	Time	
RIO 2016, Past, Present and Future	<b>Carlos Arthur NUZMAN</b> <b>Agberto GUIMARAES</b>	President, RIO 2016 Sport Director, RIO 2016	12:00 to 12:30 <b>L</b>	P
Sports Cluster or Sports Clutter? - The situation with jobs in the Sports Clusters: facts and tips with exclusive findings from an AISTS survey.	<b>Claude STRICKER</b>	Executive Director, AISTS	13:15 to 13:45 <b>L</b>	P
Excellence in Knowledge Management, an emerging discipline	<b>Christopher PAYNE</b>	Head of OGKM, IOC	13:15 to 13:45 <b>T</b>	P
Applying for an International Federation	<b>Xavier TISSIÈRES</b> <b>Julien BAEHNI</b> <b>Fabienne MÜLLER</b>	Head of Human Resources, IOC Head of Human Resources, UEFA Head of Human Resources, FIFA	14:00 to 15:00 <b>L</b>	RT
Working in Communication & PR for the Olympic Games, What is the profile required and the competencies needed?	<b>Jackie BROCK-DOYLE</b>	CEO, The Good Relations Group, Former Head of Communication and PR for LOCOG	14:00 to 14:15 <b>S</b>	I
Work in Athletics, Skills and Competencies	<b>Colin JACKSON</b> <b>Jacky DELAPIERRE</b> <b>Christian MILZ</b>	Olympic Medallist, Sport Journalist Director, Athletissima Director General, European Athletics	14:00 to 15:00 <b>T</b>	W
Why (And How) You Should Pursue a Career in Sports Communication	<b>Patrick KOLLER</b> <b>Walter DE GREGORIO</b> <b>Andreas HERREN</b> <b>Jackie BROCK-DOYLE</b>	Communication Director, FIBA Communication Director, FIFA Communication Consultant, Externus Communication The Good Relations Group, Former Head of Communication and PR for LOCOG	14:15 to 15:00 <b>S</b>	RT
Work in Basketball, Development and Promotion of the 3 x 3 Competition	<b>Alex SANCHEZ</b> <b>Patrick KOLLER</b> <b>Makan DIOUMASSI</b>	3 x 3 Director, FIBA Communication Director, FIBA Retired Professional Basketball player, Olympic Medallist, MDM Global Solutions	15:00 to 16:00 <b>T</b>	W

# PROGRAMME MAY 7

Topic	Speaker	Function	Time	
Education in Sport: Part time Programmes and e-learning ›	<b>Victor JORDAN</b> <b>Vincent SCHATZMANN</b> <b>Claude STRICKER</b>	e-Learning Director, Cruyff Institute General Secretary, CIES Executive Director, AISTS	15:15 to 16:15 <b>S</b>	P+RT
Being a Woman and Becoming a Charismatic Leader in Sport Management ›	<b>Debbie JEVANS</b>	Chief Executive, Rugby World Cup 2015, Former LOCOG Director of Sport	15:30 to 15:45 <b>L</b>	I
Leaders of Today ›	<b>Carlos Arthur NUZMAN</b> <b>Tom DIELEN</b> <b>Patrick BAUMANN</b> <b>Martin GIBBS</b> <b>Debbie JEVANS</b>	President, RIO 2016 Secretary General, World Archery General Secretary, FIBA Director General, UCI Chief Executive, Rugby World Cup 2015, Former LOCOG Director of Sport	15:45 to 16:45 <b>L</b>	RT
-A Career in Sport Sciences, Academia at the Service of the Professionals	<b>Grégoire MILLET</b>	-Director, ISSUL Institut des sciences du sport; Physiology Department, UNIL	16:45 to 18:00 <b>S</b>	P
-Fitness conditioning in professional football: science or expert practice?	<b>Franck BROCHERIE</b>	-Physical Trainer (Qatar Football Association, Fédération Algérienne de Football) et ISSUL Institut des sciences du sport, UNIL		
-Careers in Sport Psychology ›	<b>Denis HAUW</b>	-Denis HAUW, Professor (PhD), ISSUL Institut des sciences du sport, UNIL		
-Conditioning & Science Support in International Rugby union -Working as a Physical Trainer in Tennis: between practical and scientific knowledge	<b>Adam BEARD</b> <b>Cyril BRECHBUHL</b>	-Head of Physical Performance, The Welsh Rugby Union and ISSUL Institut des sciences du sport, UNIL -Physical Trainer (French Tennis Federation, Roland Garros and Insep) and ISSUL Institut des sciences du sport, UNIL		
Excellence in Reconversion ›	<b>Sergei ASCHWANDEN</b> <b>Juan-Carlos HOLGADO</b> <b>Makan DIOUMASSI</b> <b>Colin JACKSON</b>	UNIL Graduate, Olympic Medalist, Villars Sports Centre Director Olympic Medallist, Event Director, World Archery Retired Professional Basketball player, Olympic Medallist Olympic Medallist, Sport Journalist	17:00 to 18:00 <b>L</b>	RT

# PROGRAMME MAY 8

Topic	Speaker	Function	Time	
Ready Get Set Go ›	<b>Colin JACKSON</b>	Olympic Medallist, Sport Journalist	9:00 to 9:15	OMS
A Career in IT linked to the Sport Industry ›	<b>Pascal WATTIAUX</b>	Senior Consultant for the Development of IT	9:15 to 9:45 <b>T</b>	P
Leveraging the Power of Alumni Associations & Networks ›	<b>Dominique GOBAT</b> <b>Niels MEIJER</b> <b>Tim GOETHALS</b> <b>Sylvestre LOUIS</b>	Head of Marketing and Communication AISTS & Alumni Manager CRUYFF Institute Amsterdam & Alumni Head of Projects ASOIF and FIFA Master Alumni Development Director, AMOS Sport Business School	9:15 to 10:00 <b>S</b>	RT
Sport and Culture ›	<b>Frédérique JAMOLLI</b>	Head of International Cultural Development, IOC	9:45 to 10:15 <b>T</b>	P
Sport Development Programmes and Corporate Social Responsibility ›	<b>Fidel BLANCO</b> <b>Cyril LOISEL</b> <b>Claude MARSHALL</b> <b>Keith GILBERT</b>	President of the Board of Directors, Vale International SA Head of Development, FIFA, SUI Voluntary consultant on refugee sport, UNHCR Professor & Director, Centre for Sport, Disability & Health, University of East London	10:15 to 11:15 <b>S</b>	P+RT
Presentation N°3: Valuable Insights from the Athlete Career Programme ›	<b>Patrick GLENNON</b>	Adecco, Senior Vice-President for «Athlete Career Programme» for the IOC	10:30 to 11:15 <b>T</b>	W
Discover different ways of getting involved on UEFA Champions League match : the UEFA VOBM and VSSM ›	<b>Sébastien LECLERC</b>	Head of Club Competitions Commercial Operations, UEFA	10:30 to 11:30 <b>L</b>	CS
Work in Motor Sports, Management and Business Development ›	<b>Steve AESCHLIMANN</b> <b>Phil BAKER</b>	Executive Director, Operations, FIM Marketing Director, FIM	11:30 to 12:30 <b>T</b>	W



# PROGRAMME MAY 8

Topic	Speaker	Function	Time
Education in Sport 2: The Diversity of Full Time Programmes	<b>Claude STRICKER</b> <b>Cheryl TRAVERS</b> <b>Federico FANTINI</b> <b>Patrick TOUATI</b>	Executive Director, AISTS, SUI Director of Executive Education, Loughborough University, GBR General Director, Strategie per il Business dello Sport (SBS), ITA Director, AMOS Sport Business School, FRA	11:30 to 12:30 <b>S</b> W
Sport Technology Innovation and Entrepreneurship presented by AISTS	<b>Horesh BEN SHIRIT</b> <b>Benoit MARIANI</b> <b>Bertrand CARDIS</b> <b>Jan-Anders MANSON</b>	Chief Executive Officer, Playful Vision CEO, Gait Up Olympian 1984 & Director at Decision SA, EPFL Director, Laboratory of Polymer and Composite Technology, EPFL & AISTS President	13:15 to 14:30 <b>S</b> P+RT
The Role of Digital Technology in the Future of Talent Acquisition	<b>Will LLOYD</b>	Chief Executive Officer, GlobalSportsJobs	13:30 to 14:00 <b>T</b> P
Governance in Sport	<b>François CARRARD</b>	Partner at law firm Carrard & Associés	14:00 to 14:15 <b>L</b> OMS
Sport Law	<b>Jean-Pierre MORAND</b> <b>François CARRARD</b> <b>Chantal KOLLER</b>	Partner at law firm Carrard & Associés Partner at law firm Carrard & Associés Managing Director, Novagraaf Switzerland	14:15 to 15:00 <b>L</b> RT
Work in Taekwondo, Focus on Skills Needed to Develop a World Grand Prix	<b>Jean Marie AYER</b> <b>Adit ARORA</b>	Secretary General, World Taekwondo Federation Project Manager, World Taekwondo GP	14:15 to 15:15 <b>T</b> W
Being a Physical Trainer & Coach for Olympic Stars	<b>Jean-Pierre EGGER</b>	Being a Physical Trainer & Coach for Olympic Stars	15:15 to 15:30 <b>L</b> OMS

# PROGRAMME MAY 8

Topic	Speaker	Function	Time
Sport Scientists & Performance Consultants	<b>Mattia PIFFARETTI</b> <b>Frédéric GRAPPE</b> <b>Jean-Pierre EGGER</b> <b>Hicham MONTASSER</b> <b>Boris GOJANOVIC</b>	Psychologist, AC&T Sport Consulting Trainer, FDJ Cycling Team and Director of the Centre for Optimisation of Sport Performance (COPS) Being a Physical Trainer & Coach for Olympic Stars President, SAL/3E Head of Sports Medicine at Swiss Federal Institute for Sports, BASPO and Scientific Committee AISTS MSA	15:30 to 16:30 <b>L</b> RT
Reconversion of Gymnasts	<b>Philippe AGOGUE</b> <b>Carine CHARLIER</b>	Senior Acrobatic Talent Scout – Athletes and Circus Performers, Cirque du Soleil President, Acrobatic Gymnastics Committee, UEG	15:30 to 16:30 <b>T</b> W

Rooms: **L** Lausanne – **T** Turin – **S** St-Moritz



# AMBASSADORS

## Colin Jackson

**Athletics Legend and Sports Media Professional**

**Colin Jackson is the perfect example of an elite athlete reconversion into the professional world. He is also a proud ambassador of WISE.**

While still being a World Record holder in athletics (60m hurdles indoor since 1994; former World Record holder for the 110m hurdles outdoor from 1993 to 2006), he retired from professional sport in 2003. He has been since then a brilliant commentator for the BBC in the United Kingdom.

## Sergei Aschwanden

**Olympic Medallist, Judo and Sport Manager**

**Sergei is the perfect example of a young leader having been able to transfer the skills and values learned during his sports career to the business world that he has just entered.**

Sergei retired from professional sport after winning an Olympic bronze medal in judo during the 2008 Beijing Olympic Games. Graduate with a Master in Sports Management from the University of Lausanne, he is now Director of the Sports Centre in Villars, Switzerland.

## Claudia Bokel

**Olympic Medallist, Fencing & Chair IOC Athletes Commission**

**Claudia's sports career, both as an athlete and on the management side, illustrates outstanding talent and valuable skills. She is also an inspiration for other athletes in career transition through the IOC Athlete Career Programme.**

Claudia Bokel is an Olympic athlete in fencing. She was elected to serve on the IOC Athletes Commission in 2008 during the Summer Games in Beijing and is its Chair since 2012. Her accomplishments in sport include, among others, a silver medal at the Olympic Games in 2004 (team) and a gold medal at the World Championships in 2001 (individual).

She is also a leader in the field of sports management, participating in many capacities : before she was elected Chair of the IOC Athletes Commission, she chaired the European Olympic Committee Athletes Commission, has been a member of the German Athletes Commission for many years and is currently chairing the IOC Athletes Career Programme Steering Committee. She has a Master of Science (2008) degree in chemistry from Radboud University, Nijmegen (The Netherlands) and has been working as a management consultant for several years.

*"We are delighted to have such talented persons as WISE Ambassadors. They are the perfect examples of successful reconversions in sport management. Their role will be to inspire other professional or retired athletes to pursue a career in the various sport professions that will be discussed at length during WISE."*

GIANCARLO SERGI - Exhibition Director



## HOST PARTNERS

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## STRATEGIC PARTNERS

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## MEDIA PARTNERS

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## POWERED BY

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## FOR MORE INFORMATION :

[www.wiselausanne.com](http://www.wiselausanne.com)  
[contact@wiselausanne.com](mailto:contact@wiselausanne.com)



WISE - Work In Sports Exhibition



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