



*Fédération
Aéronautique
Internationale*

Draft Agenda

of the
FAI Seminar for Event Directors

to be held in Brøndby/Copenhagen
from Friday 7 to Sunday 9 April 2006
at The Danish House of Sports

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*Avenue Mon-Repos 24
CH-1005 Lausanne
(Switzerland)
Tél.: +41(0) 21/345.10.70
Fax: +41(0) 21/345.10.77
E-mail: sec@fai.org
Web: www.fai.org*

Friday April 7

17.00 - 17.30

Welcome

By :

*Aksel C. Nielsen, FAI Vice-President for Denmark,
Bengt-Eric Fonsell, FAI Executive Director.*

17.30 - 20.00

Introduction to FAI Seminar for Event Directors

Setting the scene; the objectives of the seminar, the content of the programme, the participants – “who’s who”. Initial presentation and “What’s the problem?”.

Opening speakers and panel :

*James Black, President of Honour of CIVA,
Jean-Marc Badan, FAI Promotional Manager,
Bengt-Eric Fonsell, FAI Executive Director.*

Buffet dinner at the Conference Center.

Saturday April 8

Breakfast

09.00 - 10.30

Seven years of planning for a seven-day Event

Strong Partnership (City - Federation - Sponsors – Suppliers) a key to success. Start with the end in view. How to build and manage a temporary organisation that grows from 1 to 3000 people.

Opening speaker :

Toralf Nilsson, General Secretary, 19th European Athletics Championships 2006.

10.30 - 11.00 Coffee

11.00 - 12.30

Marketing & Promotion

How can we take care of the interest created in connection with the event ? What marketing activities are required to create a good financial outcome ? Cost-effective marketing activities.

Open discussion

12.30 - 13.30 Lunch

13.30 - 15.00

Public & Media relations / Communication

Problems and possibilities. Exchange of experience.

Opening speaker :

Patricia Lamy, Managing Director, Arc-en-Ciel Com.

15.00 - 16.30

Safety issues

Flight safety analysis as regards infrastructure. SOP (Standard Operating Procedures) for air operations and other procedures including emergencies

Opening speaker :

Alf Ingesson –Thoor, Aviation psychologist, display pilot, and World Championship Director

16.30 - 17.00 Coffee

17.00 - 18.30

Insurance issues

The new EU legislation on Aviation Liability and its impact on non-EU Operators.

Opening speaker :

Ulla Norrhäll, Claims Manager and Legal Counsel, Aviation Inter Hannover

19.30 Dinner with FAI as host

Sunday April 9

Breakfast

09.00 - 10.30

Environmental issues

How can an international competition be arranged with maximum consideration for the environment ? Environmental certification. Could the FAI Environmental Commission certify international competitions ?

Opening speaker :

Dr. Michael Goth, EnvC President

10.30 - 11.00 Coffee

11.00 - 12.00

FAI as a regulator

Organiser agreements, Code of Ethics, Code of Conduct, Sporting Code. How can FAI help the organizers of international events ? Know-how, expertise on specific questions, e.g. law, environment, finance, media.

Opening speaker :

Max Bishop, FAI Secretary General

12.00 – 13.00

Summary, Conclusion

13.00 Lunch