

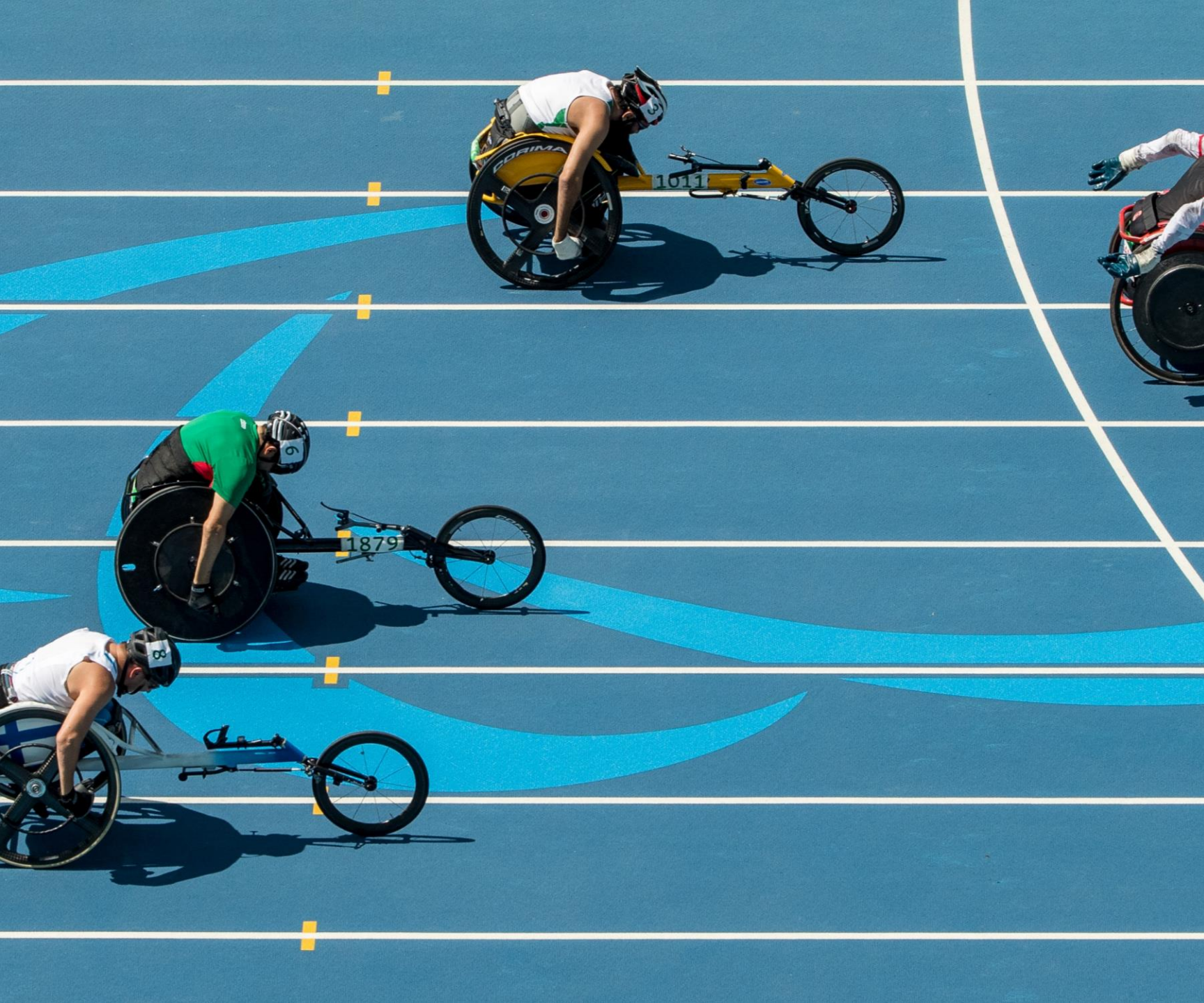


SUMMIT PROGRAMME

23 OCT 2019

WISSENSCHAFTSZENTRUM BONN
BONN, GERMANY

INTERNATIONAL PARALYMPIC COMMITTEE



EVENT SPONSOR

Nielsen Sports, the global leader in insights, analytics and consulting solutions in sport is the proud sponsor of the IPC Marketing & Media Summit 2019.

Nielsen Sports has been an IPC partner since 2003. Their partnership focus is to assist the IPC optimise its commercial strategy leading up to the Tokyo 2020 Paralympic Games.

"We are delighted to be an Official Partner of the IPC, one of the world's leading sports organisations. It is incredible to see the transformation that the committee has had on Para sports in the last three decades. Since 2003, we have been providing our consulting and analytical solutions for the IPC to continue to grow the commercial side of Para sports. The Paralympic and Olympic Games are the top global platforms for brands, and more importantly, for all Para athletes in the world. These platforms give individuals the opportunity to maximize their full potential and realize their dreams and we are proud to support them. "

Marco Nazzari
Manager Director, Europe, Nielsen Sports

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SUMMIT SCHEDULE

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8:30-9:00 **REGISTRATION DESK OPENS**

9:00-9:20 IPC Marketing & Media Summit Powered by
Nielsen opens
Includes Official Welcome by IPC President

9:20-10:00 IPC Strategic Plan
Craig Spence

IPC & IOC Partnership
Christian Voigt

Key Commercial Trends in Sports Marketing
Mike Wragg

10:00-11:15 **IN BETWEEN THE GAMES**

Dublin 2018 World Para Swimming
Derek Kinnevey & Trevor O'Rourke

Liverpool 2018 Boccia
David Hadsfield

Hamburg 2018 Wheelchair Basketball
Peter Richarz

Para Sports on the Rise
David Lucas

11:15-11:30 **Morning break**



SUMMIT SCHEDULE

11:30-13:00 **HOW WE GET SMARTER WITH DATA**

Channel 4

Sophia Field

International Olympic Committee

Chris Jackson

Twitter

Jay Bavishi

Panel discussion with previous speakers

Moderated by Mike Wragg

13:00-14:15 **Lunch break**

14:15-15:15 **BRAND ACTIVATION**

NHK – Ani x Para: Who's Your Hero?

Kazuma Ueda

NPC Greece – Samsung Partnership

Sakis Kostaris

JP Games – The Pegasus Dream Tour

Yoshiyuki Takahashi

adam&eveDDB – Should Your Brand

Have a Purpose?

John Blight



SUMMIT SCHEDULE

15:15-16:15

SOCIAL IMPACT

The Adecco Group

Mayi Cruz Blanco

UN Sustainable Development Goals

Marta Rojas Sevillano

Aktion Mensch

Christina Marx

Harder Than You Think Films

Greg Nugent

16:15-16:30

Afternoon break

16:30-17:30

DIVERSITY & INCLUSION

Visa – Accessible Product Design

James Green

Panel discussion

Moderated by Alexis Schäfer

Participants:

Marco Nazzari

Kurt Fearnley AO

Sofia Gonzalez

17:30

IPC Marketing & Media Summit Powered by
Nielsen closes

Cocktail reception to follow at Parkrestaurant Rheinaue





SOCIAL MEDIA

#IPCSummit2019

#Paralympics

GUEST SPEAKERS



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CRAIG SPENCE



Chief Marketing and Communications Officer, International Paralympic Committee

Craig is an award-winning communicator who joined the IPC in September 2010.

He is responsible for media relations, corporate PR, crisis management and oversees the digital media, media operations, brand and engagement functions of the IPC and acts as the organisation's official spokesperson.

His work in helping to reposition Paralympic sport as high-performance sport has enabled the Paralympic Games to grow into the world's third biggest sport event in terms of ticket sales, with only the Olympics and FIFA World Cup selling more. Through using the Games as a platform to change attitudes towards disability, the Paralympics are now regarded as the world's number one sport event for driving social inclusion.

In 2016 he was awarded European PR Professional of the Year, while the IPC Media and Communications team he leads was awarded in-house team of the year at the European PR Excellence Awards. He was named in the 2015 Leaders in Sport list as one of 40 Global Leaders under 40. Earlier this year, he led the team that picked up a United Nations Sustainable Development Goals Action Award in recognition of a campaign to communicate the employment legacy of London 2012.

Away from the IPC, Craig is also an Independent Director of the Yorkshire 2019 UCI Road Cycling World Championships.

CHRISTIAN VOIGT



Vice President of Marketing Development, IOC Television & Marketing Services (IOC TMS)

IOC TMS is the commercial arm of the IOC and responsible for the global broadcast and marketing activities of the Olympic Movement. Christian oversees the strategic commercial development, management and implementation of the IOC's worldwide marketing program, in particular the TOP sponsorship program.

With over 12 years of experience in global leadership roles for the world renowned sports brand PUMA and the agency CMV Sports & Entertainment that he founded, Christian has undertaken various roles in the sports industry. His professional expertise across sports marketing/licensing, sponsorship and business development allowed him to manage the overall global spend of demand creation/sports marketing budgets, to develop commercial business in five sports and to negotiate 300+ marketing partnerships and endorsements, helping in particular to connect the PUMA brand to millions of fans and consumers worldwide.

An avid athlete in multiple sports, he excelled in Frisbee Distance where his throws of 230+ Meters/750+ Feet led to three World Championships and three World Records.

Christian, a dual German-American citizen, has degrees from Chicago-Kent College of Law (Master; Focus: IP and Sports Law) and Ludwig-Maximilians University in Munich (Juris Doctor) and has been licensed as Attorney-at-Law in both Germany and the U.S. (New York State). He is multi-lingual and lives in Geneva with his wife, Kerstin.



GUEST SPEAKERS

MIKE WRAGG



Vice President, Global Research Lead, Nielsen Sports

Mike is responsible for all aspects of Nielsen Sports' powerful global research capability, helping leading organisations in the global sports, leisure and entertainment industry make better commercial decisions through deep insight into their stakeholders, fans and competitors. An Oxford graduate, Mike spent his 20s in the British Royal Navy before joining Nielsen in the Middle East and Africa. Over two decades he led some of Nielsen's largest global client relationships, working across all continents and a huge range of consumer and advertising research challenges as a Managing Director and member of Nielsen's European Management Board. Mike's passion is identifying the trends which are driving change in the industry, and helping Nielsen Sports' clients get ready to win in the years to come.

DAVID HADFIELD



President, Boccia International Sports Federation (BISFed)

David has served as BISFed's President since its inception in 2013. During the past 7 years the number of world-ranking competitions available to boccia athletes has increased by a factor of 10, and the number of athletes on the world-ranking list has trebled.

Prior to his involvement in the Paralympic movement, David was a Partner in the consulting division of PricewaterhouseCoopers. He has also served as a Non-Executive Board Member for the UK Ministry of Justice and the British Paralympic Association.

GUEST SPEAKERS

PETER RICHARZ



Head of Mobility & Inclusion, Deutscher Rollstuhl-Sportverband e.V.

Peter Richarz is 59 years old, married and has a child. He is a passionate sports teacher

During his studies, he met Ed Owen, one of the wheelchair basketball pioneers from the USA, and since then has made a special contribution to rehabilitation and disability sports in Germany.

Peter is a sports teacher at the renowned Berufsgenossenschaftliche Klinikum in Hamburg and heads the department in the German wheelchair sports association "Mobility and Inclusion". He is jointly responsible for the further education of trainers and instructors in disability sports, gives enthusiastic lectures and is committed to all aspects of sports in wheelchairs.

Since 2007, he successfully trains the German Junior National Team Wheelchair Basketball. Peter co-organized the wheelchair basketball World Championships 2018 in Hamburg as managing director.

DAVID LUCAS



Head of International Federations, Nielsen Sports

David is a highly experienced Research Director with over 25 years involvement in the UK and international media and market research industries.

Following stints at Channel 4, TVNZ, Ipsos and YouGov, 10 years ago David designed, built and delivered the revolutionary research programme for the London 2012 Olympic and Paralympic Games, providing insight and understanding to key functional areas within the business and informing strategic decision-making at all levels. Since then, this model has been successfully implemented at a number of major multi-sport events including Sochi 2014, Baku 2015, Rio 2016 and the FIFA World Cup Russia 2018. The work has led directly to commissions from other key stakeholders including the IOC, the IPC, local and national governments, host cities and sponsor brands such as Coca-Cola, Samsung, BMW and AB InBev. Forthcoming events include the Tokyo 2020 and Beijing 2022 Olympic and Paralympic Games, Dubai Expo 2020 and the FIFA World Cup Qatar 2022.

GUEST SPEAKERS

SOPHIA FIELD



Research Manager, Channel 4

Sophia is a Research Manager at Channel 4 and has spent the last 5 years working predominantly supporting 4Sales in understanding consumers for the benefit of the business and advertisers. Sophia specializes in effectiveness and creativity, running key business projects such as Sponsorship Rocks, understanding how sponsorship works - and PL4Y-Back, understanding the effectiveness of creativity. She led the Marketing for Good project, looking at the rise in 'purpose driven' marketing and giving tips direct from the consumer on how to do it right. She also focuses on youth research, running the 4Youth project which includes the legacy project UKTribes, as well as an ongoing community of 16-24s. Previously she worked at NBCUniversal.

CHRIS JACKSON



Digital Data & Analytics Director, Olympic Channel

Chris Jackson leads Digital Data & Analytics across Tokyo 2020, Olympic Channel and IOC digital platforms. His team comprises 40 Data Scientists, Data Engineers and Data Strategists who work on the full range of data activities from insight to personalization and rapid mass experimentation. Prior to working on the Olympics, Chris built and exited a company specialising in data support for broadcasters such as Sky and Channel 4 and OTT video operators such as Amazon. He had also led data and corporate strategy teams at the BBC and McKinsey, and begun his career as an engineer building parts of the BBC's early websites.

GUEST SPEAKERS

KAZUMA UEDA



Senior Producer, Metropolitan Broadcasting Centre, NHK

He joined NHK in 2000 as a program director, has produced TV programs such as documentary PGM and sports PGM.

He has produced documentary programs related to the Paralympic Games at the Beijing 2008 and the Rio 2016.

He has been chief producer since 2017. Toward 2020, he is working on developing programs that convey the appeal and depth of para sports.

Representative works is "Ani x Para".

"Ani x Para" won two silver awards at the International Film Festival.

SAKIS KOSTARIS



Managing Director, Hellenic Paralympic Committee

Sakis was born in Germany. He went to the Greek School in Wuppertal. Studied Communications and Media Studies at the University of Athens and holds a Master in Management - Sport Management Degree of the School of Business, University of Technology Sydney.

He has worked at the Newspaper «ELEFThEROTYPIA» as a Journalist. At National Para Sport Federations and the Sydney 2000 and ATHENS 2004 Organising Committees for the Olympic and Paralympic Games as Section Manager Communications developing and implementing the Corporate Identity and Strategy of the ATHENS 2004 Paralympic Games. He subsequently worked at the Hellenic Paralympic Committee as Communications Manager and then as Managing Director.

He has extended event and project experience from Sydney 2000 and ATHENS 2004 but also in many capacities at the team management of the Salt Lake City 2002, Torino 2006, Vancouver 2010, Sochi 2014 and Pyeongchang 2018 Paralympic Winter and the Beijing 2008, London 2012, Rio 2016 Summer Games. He is overseeing the Paralympic Refugee Project in cooperation with the Agitos Foundation and the UNHCR and is also project coordinator at an Erasmus+ "Steady Project, Sport as a tool for empowerment of Disabled & Displaced Youth" 2019-2021.

Sakis is a two time Paralympian who represented Greece at the Sydney 2000 and ATHENS 2004 Paralympic Games and was at the Swimming Team from 1995 until 2000, Athlete and Captain of the National Sitting Volleyball Team from 2001 until 2008. Athlete of the National Paralympic Sailing Team from 2004-2009. He speaks English, German and Greek.

GUEST SPEAKERS

MAYI CRUZ BLANCO



Global Head of Athletes Programmes, The Adecco Group

Mayi Cruz Blanco is a Cuban born, holding Cuban and Swiss Nationalities. Her journey through sports has afforded her to develop from a competitive athlete to an international executive.

In the sport industry, she has collaborated with organizations such as the IOC, World Archery, and FIFA, where she worked for over a decade as Global Head of Women's Football Development. During her time at FIFA, the growth of the women's game increased exponentially becoming a core pillar of FIFA's strategy. She oversaw a portfolio of development programmes reaching 190 nations & thousands of individuals.

Her experience and business acumen include: developing global strategies and campaigns, managing global teams and communities, implementing growth portfolios impact initiatives; as well as collaborating with leaders, governments and NGOs. Passionate about sharing knowledge and developing others; Mayi is a featured speaker at international conferences and events. She is also a regular mentor, facilitator and lecturer within educational initiatives.

In addition to her role as Global Head of Athletes Programmes at Adecco Group, she is a founder of Sports Equity International Foundation & collaborates in projects with: www.thnk.org, www.the-fba.com & ccdi-unisg.ch. An advocate for diversity & inclusion, Mayi believes that equality is not the end; but a mean to advance development & business.

CHRISTINA MARX



Head of Information & Education, Aktion Mensch

Christina focuses on raising awareness for diversity and inclusion. This includes campaigns, events, studies and the periodical "MENSCHEN" of which she is editor-in-chief. Focus areas are education, sports, employment and accessibility.

The communication consultant studied English and French and is member of the expert panel "Inclusive education" at the German UNESCO Commission. She is member of the Board and Spokesperson for Aktion Mensch.

Before starting her career at the Social Lottery in 2013 she had managed campaigns and projects for Federal and State level ministries and NGOs for almost 20 years.



GUEST SPEAKERS

GREG NUGENT



Co-Founder, Harder Than You Think Films

Greg is a creative campaign strategist, focused on purposeful brands and movements.

He is Producer of the feature film 'Harder Than You Think' alongside Oscar-winning Producer John Battsek.

Greg was the Director of Brand, Marketing and Culture at the London 2012 Olympic and Paralympic Games. In 2016, he created the #FillTheSeats campaign which played a vital role in helping 'save' the Paralympic Games in Rio.

Greg Co-Founded Inc.London in 2012 which provides senior counsel and strategy, marketing and communications advice to FTSE 100 companies and not-for-profits.

In 2017 he created the Heads Together campaign with TRH's Princes William and Harry, which shaped a national conversation on mental health. As part of this campaign, Greg produced the #OKToSay film series which included a FaceTime conversation with Prince William and Lady Gaga - it has been viewed over 20 million times.

JAMES GREEN



Senior Director, Design Research & Accessibility, Visa

James Green has 20 years of experience in Design and Technology. As a Sr. Director, leading Visa's Global Design Research & Accessibility function, he manages UX Research teams which provide a variety of User Experience research and consulting across Visa as well as operate Visa's in-house Usability Testing Lab in Austin, TX. He wrote Visa's Global Accessibility Requirements (VGAR), a translation of the Worldwide Web Consortium's (W3C) Web Content Accessibility Guidelines 2.0 (WCAG 2.0). He also leads Visa's Accessibility team, which provides accessibility strategy, consulting, training, and testing services to Visa teams globally. Visa's Accessibility team also maintains the VGAR, which includes clear, unambiguous WCAG 2.0 AA conformant requirements to help teams build products that work for people of all abilities, as well as the test cases, training, how-to videos and tools to implement them properly. He previously served on the W3C Education and Outreach Working Group, helping them educate the public about web accessibility and overhaul the Web Accessibility Initiative website, and currently serves as Chair-Elect of the Board of Directors of Knowbility, Inc. an internationally recognized non-profit accessibility consultancy and disability advocacy firm. Prior to Visa, Mr. Green was an Associate with Booz Allen Hamilton's IT Strategy management consulting team in Washington DC. He holds the Certified Usability Analyst (CUA), Certified User Experience Analyst (CXA), Certified Professional in Accessibility Core Competencies (CPACC), and Certified Scrum Master (CSM) certifications as well as Bachelor of Science degrees in Marketing and Finance from the University of Maryland.



GUEST SPEAKERS

ALEXIS SCHÄFER

Commercial, Broadcast & Marketing Director, International Paralympic Committee



Alexis Schäfer has been with the International Paralympic Committee since 2002, and is currently the Commercial & Marketing Director, overseeing the areas of Commercial Rights, Brand Management, and Broadcasting.

Alexis received his Bachelor degree in International Business Administration from the International School of Management in Dortmund, Germany and an Executive Master in Sport Organizations Management (MEMOS) through the IOC supported management programme. He is a former member of the German National and State Shooting Team in crossbow, air rifle and small bore. He is also a passionate fan of Borussia Mönchengladbach football club.

MARCO NAZZARI

Managing Director, Europe, Nielsen Sports



Marco Nazzari has been fully committed to sport marketing industry since 1996 in leading positions.

Since 2013 MD of Repucom Italia that was one of the world's leading sports marketing research company.

His mission has always been to provide the Sports Business and Entertainment industry with professional tools aimed to optimize the relationship between property and investors.

He has been managing powerful sports marketing and entertainment projects in areas such as F1, MotoGP, UEFA Champions League and the Vancouver 2010 and London 2012 Olympic Games.

Starting from 2016, Marco took over as Chief Revenue Officer Europe in Repucom, with the aim of strengthening the business in markets where the company had consolidated offices and planning the expansion into new territories.

With the acquisition by The Nielsen Company of Repucom now Nielsen Sports, Marco Nazzari has continued to go ahead his task both at Italian and European level, acquiring the role of Head of Commercial Europe and Middle East .

Currently he has been appointed as Regional Managing Director for Nielsen Sports in Europe and he is responsible for managing the end to end business across all the existing offices and expansion markets.

Marco lives in Milan with his family.

GUEST SPEAKERS

SOFIA GONZALEZ



Swiss Paralympic Athlete – Specialties 100m and Long Jump, Cat. T63.

Sofia was born in London, UK and amputated above the knee of my right leg at the age of 3 years due to a leg and foot malformation. She is currently a high school student in a Sport program at Haut-Lac International Bilingual School in Switzerland. In the future, she would like to be a Sport Journalist and Entrepreneur. Some important events that have change her life include being a spectator of London 2012 and Rio 2016 Paralympic Games. She has also had the opportunity to discover the running blade in a “Run and Play” clinic by Ottobock.

One of her sporting career achievements was placing fourth in the World Para Athletics European Championship 2018 in Berlin. She is also competing in the upcoming Dubai World Para Athletics Championship this November. Her dreams are to collaborate and help kids, people with disabilities based on her personal experience, as well as participate in the Tokyo 2020 Paralympic Games.

KURT FEARNLEY AO



Australian Paralympic Athlete

Raised in the small country town of Carcoar, Kurt Fearnley has always been determined. Being born without the lower portion of his spine has never held him back, from backyard games of football to crewing a winning Sydney to Hobart yacht, crawling the Kokoda Track and winning dozens of marathons around the world.

Turning his attention to wheelchair sports in his teens, Kurt quickly became a world beater. He started his career with two Silver medals at the 2000 Sydney Paralympic games, before making his winning breakthrough at the 2004 Athens Paralympics with Gold in the 5000m and marathon races. Following the 2004 games, Kurt conquered the world, winning seven world championships and more than 30 marathons around the globe, including 10 marathons in 2007 and three straight New York marathon titles. He solidified his standing as a marathon great by defending his Gold medal at the Beijing Paralympics, before winning Bronze at the London games in 2012 and finishing his Paralympic career with Silver in the marathon at the 2016 Rio games. Kurt finished his Australian representative as he started it, on home soil, with a win in the marathon at the 2018 Gold Coast Commonwealth Games.

Kurt is a passionate disability advocate and devotes himself to a number of national and Hunter-based charitable initiatives. He is a board member of the Australian Paralympic Committee, Newcastle Permanent Charitable Foundation and member of the International Paralympic Committee’s Athlete Advisory Council. Kurt is a former board member of Australian Volunteers International and NSW Australia Day Council and was a founding member of the National Disability Insurance Scheme’s Advisory Council. His involvement at the 2018 Gold Coast Commonwealth Games wasn’t limited to competing, having been a member of the formal bid team, Games Technical Committee and an official ambassador. Kurt’s exploits both in and out of sport over many years have seen him recognised with a number of honours including 2019 NSW Australian of the Year, 2009 NSW Young Australian of the Year and 2018 The Don winner as the Australian sports person most likely to inspire the nation. In 2018 Kurt was recognised as an Officer of the Australian Order, and received an Honourary Doctorate from Griffith University for his contribution to sport and disability advocacy.



**Special thanks to Nielsen Sports
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