

HOSTCITY

17 to 18 November 2020

Hosted by Glasgow, Online

THE BIG RESTART: RECOVERY WITH A PURPOSE FOR THE DIGITAL AGE

Day One: Tuesday 17 November 2020

Exhibition, Scheduled Meetings and Networking

VIP KEYNOTE ADDRESS

SESSION ONE: THE GREAT RECOVERY

The Situation Report

- Sector health check – where do we go from here?
- What strengths have carried our sector through the storm?
- Lessons from 2020 – could a crisis like Covid-19 recur and will we be better prepared?

Opportunities Ahead

- Which events are going to reach new highs, and what opportunities are there to get involved?
- When and where is the events sector recovering fastest?
- Events as economic stimulus

Hosting in the new normal

- Growing regionalism and focus on domestic events – a short term trend?
- How can rights holders, cities and other stakeholders share cost and risk?
- Best practice on health protocols

Challenges to overcome

- Crowded calendars – can the supply chain fulfil demand?
- Appetite for bidding – when are cities looking to host international events?
- Maintaining funding for the entertainment industry

MEGA EVENT FOCUS: BEIJING 2022

Organising committee leaders outline their hosting plans and opportunities to get involved

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SESSION TWO: THE POWER OF PURPOSE

Everything happens for a reason

- Why do events need a defining purpose?
- Tips on how to identify and communicate your event's raison d'être
- How event organisers can better understand and reflect public priorities

Inclusion and diversity in the boardroom and on the playing field

- Why Black Lives Matter for major events
- Gender: how to break the glass ceiling
- Maximising the contribution of people with disability

Aligning major events with public health

- How cities and venues can be better planned to safeguard public health
- Stories of successful sports development through event hosting
- The growing role of leisure in society

MEGA EVENT FOCUS: BIRMINGHAM 2022

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SESSION THREE: THE DIGITAL ACCELERATION

The convergence of digital and real-world events

- Hybrid / digital twins of events
- Gamifying the Games: integrating eSports, VR and AR into event strategies
- Next generation content and the future of broadcasting

How to build audiences online

- Get Set for Gen Z!
- Social media: use your algorithm
- Influencers as content creators

Event hosting technology

- Futureproof venues
- Investing in tech: what to procure or subscribe to
- Access Control and crowd dynamics

Intelligence and analytics

- The role of technology in measuring and understanding ROI
- Applying the measurability of digital events to the real world
- Applications of AI in major events

MEGA EVENT FOCUS: UNITED 2026 FIFA WORLD CUP

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Day Two: Wednesday 18 November 2020

Exhibition, Scheduled Meetings and Networking

MEGA EVENT FOCUS: QATAR 2022 FIFA WORLD CUP

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SESSION FOUR: SUSTAINABLE EVENT HOSTING

How major events are contributing to environmental goals

- Climate change – expectations of COP26 and the impact on major events
- The role of events in creating a sustainable tourism sector
- How to run a sustainable conference

The format of events to come

- Managing the size of mega events
- Co-hosting and diversification
- Digitalisation and sustainability

The circular economy

- Embedding sustainability at the bid stage
- Sustainable procurement
- Event products, services and infrastructure in the circular economy

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MEGA EVENT FOCUS: PARIS 2024 OLYMPIC GAMES

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SESSION FIVE: FUTURE CITIES

The role of cities in the post-Covid digital age

- Urbanisation – on pause or rising inexorably?
- How cities can sustain their position as societal focal points
- The role of events in building resilient communities

Smart cities, smart events

- Major events as smart cities
- Aligning event strategies with smart city plans
- Intelligent transport solutions

Cities as melting pots for events

- Citizens as content creators, fans and active participants
- How business and scientific events can develop local talent
- How to develop a sense of place, belonging and welcome

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MEGA EVENT FOCUS: MILAN-CORTINA 2026 OLYMPIC GAMES

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SESSION SIX: MOVING FORWARDS TOGETHER

Rewarding partnerships

- Knowledge transfer & supportive partnerships
- Where is international collaboration needed most right now?
- How hosts, rights holders, sponsors and suppliers can share risk

What's next for the events sector?

- Future risks and opportunities
- Risk management: is your security strategy set for the unexpected?
- What new business models are emerging how IFs are modernising

WORKSHOPS: THE BIG RESTART

Share your experiences and reflect on how to apply learnings from Host City 2020: The Big Restart

Workshops will be curated and focused on content streams: Technology, Infrastructure, Security, Development, Entertainment, and Conferences

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[Conference and Exhibition Closes](#)