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INTERNATIONAL FEDERATION OF SPORT CLIMBING  
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## IFSC PA 2018 WORKSHOPS

### 1. How to work with a sponsorship agency to improve the value of the sport and generate revenues?

Thursday 15<sup>th</sup> March 11:00-12:30  
Austria Trend Hotel Congress Innsbruck

#### Speakers:

Mr. Keiichi (Kay) Nakano, Sports Division of Hakuholdo DY media partners accompanied by Mr. Daisuke Niwa, Deputy General Manager of the Sports Division  
Mr. Michael Schöpf, Kletterverband Österreich Sports Manager and CEO Innsbruck WCH 2018  
Mr. Ben Lepesant, Head of Media & Communication Innsbruck WCH 2018

#### Objectives:

Share best practices/tips to support National Federations in generating increased revenues from their events

#### Timetable:

- Introduction by Anne Fuynel, IFSC Marketing & Communications Director
- 1/2 hour Presentation by Hakuholdo DY representatives
- 1/2 hour Presentation by Innsbruck WCH 2018 representatives
- Questions from the audience throughout the workshop to create interactivity and foster exchanges

You consider attracting event sponsors and therefore an influx of cash flow into your event's coffers? Understand the essential attitude, skills and knowledge of effective sponsorship seekers so that you can practice and embody these. Uncover the key questions you need to address in your sponsorship strategy so that you can confidently develop your strategy. Our high-flying experts will reveal the tips to attract event sponsors and, besides euros, to bring huge value to your organisation. Learn how to attract and retain sponsors and ensure your next corporate event's financial success thanks to the expertise and knowledge of top notch speakers.



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## 2. Hosting and organising an international event

Thursday 15<sup>th</sup> March 14:00-15:30  
Austria Trend Hotel Congress Innsbruck

### Speakers:

Mr. Michael Schöpf, Kletterverband Österreich Sports Manager and CEO Innsbruck WCH 2018  
Mr. Alessandro Di Cato, IFSC Event Officer

### Objectives:

The aim of the workshop is to anticipate the challenges that a National Federation needs to face when hosting an international event. Based on practical examples, the key factors presented at the workshop would be relationships with political institutions, long term planning and business model. Round table discussions could be envisaged in order to share experiences and differences across the different Nations attending the workshop.

Any National Federations wishing to share relevant documents, experiences or ideas can contact the IFSC Office at [alessandro.dicato@ifsc-climbing.org](mailto:alessandro.dicato@ifsc-climbing.org) by Friday 9<sup>th</sup> March.

## 3. Strategic planning for National Federations

Friday 16<sup>th</sup> March 13:30-15:00  
Austria Trend Hotel Congress Innsbruck

### Speakers:

Ms. Debra Gawrych, IFSC Secretary General  
Ms. Leslie Baxter, IFSC Consultant

### Objectives:

The goal of this workshop is to share methodology and practical knowledge in the field of strategic planning and development.

In the short time available we will attempt to cover:

1. Strategic Planning Principles
  2. Methodology and Process
  3. Strategic analysis
  4. Development of a strategy: Mission, Vision, Objectives, Initiatives, Monitoring and Evaluation
- The workshop will be interactive, and we will be sharing useful templates for National Federations to hit the ground running.

Contributions from different National Federations (Deutscher Alpenverein, Japan Mountaineering & Sport Climbing Association, USA Climbing) will be part of the discussion.