The Olympic Programme

FISA National Federations’ Conference, 6 March 2016

Kit McConnell, IOC Sports Director
Agenda

1. Olympic Agenda 2020
2. Olympic programme
3. Innovations
4. IF engagement
OLYMPIC AGENDA 2020

Overview
Olympic Agenda 2020

- Key principles: Sustainability, Credibility, Youth
- Five themes:
  - Uniqueness of the Olympic Games
  - Athletes at the heart of the Olympic Movement
  - Olympism in Action 365 days a year
  - IOC’s Role: Unity in Diversity
  - IOC Structure and Organisation
- Strategic roadmap for the Olympic Movement
- Implementation plan activated & monitored by IOC EB & IOC Session
OLYMPIC PROGRAMME

- Scope
- Evaluation
- Principles
Roadmap

40 recommendations

- Recommendation 9: Framework
- Recommendation 10: Event-based
- Recommendation 11: Gender equality

Olympic programme
Vision

The best sports mix

...and sport at its best
Universality

- 206 NOCs
- 3.7 billion viewers
- 93% brand recognition
### Universality

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Gender equality
## Gender Equality

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</table>
Youth Engagement
Scope

**Approx. 310 events**
- Approx. 10,500 athletes

**Approx. 100 events**
- Approx. 2,900 athletes
Olympic Programme Commission

Mission

Review the programme of sports, events, and the number of athletes in each sport

Composition

World class experts representing all stakeholders
Timeline & decision making

7 years
Sports Programme
IOC Session approval

4 years

3 years
Event Programme
IOC EB approval

OCOG Proposal
IOC Session approval
A thorough evaluation

BEST
ADDED VALUE
VENUES
POPULARITY
TECHNOLOGY
FORM

EVEN
TS

SUSTAINABILITY
BROADCASTING
LEGACY

MEDI
A

DIGITAL
Y

UNIVERSALITY

ATHLETES
EQUALITY
APPEAL

MEDAL
Principles

A Balanced Programme

History & Tradition

Modern Taste & New Trends

Cost & Complexity
INNOVATION

- Sochi 2014
- Nanjing 2014
- Buenos Aires 2018
- Tokyo 2020
Nanjing 2014

Competition

Showcasing
Buenos Aires 2018

Full gender equality reached for first time in Olympic history
Tokyo 2020
Next steps for OCOG proposal

March 16’
IOC Olympic Programme Commission
Recommendation to IOC Executive Board

June 16’
IOC Executive Board
Proposal to IOC Session

August 16’
IOC Session
Decision

New IFs observation programme
4 IF ENGAGEMENT
Competition format

Dynamic

Exciting

Broadcast - friendly
Sport presentation
Athletes at the forefront
Engagement beyond competition

Showcasing
Initiation
Digital Media
THANK YOU