

the future of Sports

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Content

Technology & Innovation

Sports are especially open to (technological) innovations.

To what extent technological innovation will lead to performance enhancement among sportsmen during big tournaments?

What are the opportunities in this field and what is being undertaken to realise technological innovations in sports?

What is the 'Nationale Sportagenda' and do the benefits justify the expenses?

► **George de Jong**, Director, InnosportNL

In many regards The Netherlands can be considered a country of sport, not only on account of its large sporting population but also because of a fair number of companies in the sports and leisure industry. Still, the potential for innovation in this industry are not always fully realised as athletes, businessmen and scientists are not maximizing their cooperating during the development stage of innovation in sport.

Sport innovation plays a major role as foundation for the Dutch sports ambition. Mr. George de Jong will provide his vision on technological developments in the area of sports. He does this in connection with the Olympic ambition and the importance of cooperation amongst 'the golden triangle' (Athletes, Business and Science)..

Sport Facilities & Sustainability

Sustainability and environmental concerns

Sport facilities: an environmental disaster. Waste, energy use and noise

What will be done to turn them into models of sustainability?

Security: Will sports facilities become a terrorist target?

► **Jan Tilmans**, Director, Sportstill Agency

Stressing the importance of sustainability during the design and development of a sports venue contributes not only to our environment but ensures that the venue is positive contribution so the surrounding community. Combining this with a clear focus on commercial and profitable management of the venue will result in benefits for owners, sport clubs and municipalities where the stadiums are located. The best results can be achieved when the sustainable, commercial and profitable management issues are integrated in the early development phase. Even existing venues can improve their results and therefore sustainability by increasing their secondary income and decreasing their costs.

Amsterdam's Olympic bid in 2028

What could the economic impact be on the municipality?

What could the social impact be on the municipality?
What can the legacy be for the municipality?

► **Marco Kooiman**, Program Advisor, Olympic Ambitions, Topstad Amsterdam
100 years after they were held in Amsterdam, The Netherlands have indicated a desire to host the Summer Olympic games in 2028. Both Amsterdam and Rotterdam are now looking at the feasibility of a bid. For Amsterdam, the challenge will be tremendous. Putting behind the failure of the 1992 bid and developing a consensus among the citizens will require creative and forward-thinking solutions. Can such a relatively small nation aspire to host the summit of athletic competition?

Concept by John Mahnen, Heg Consult & Michael Breedt, Syntens

19:00 - 20:00

Introduction by our Moderator

► **John Mahnen**, Business Development Manager, Heg Consult

Part I:

► **George de Jong**, Director, InnosportNL
Technology & Innovation

► **Jan Tilmans**, Director, Sportstill Agency
Sport Facilities & Sustainability

► **Marco Kooiman**, Program Advisor, Olympic Ambitions, Topstad Amsterdam
Amsterdam's Olympic bid in 2028

20:00 - 20:30

Coffee break with drinks and snacks.

20:30 - 21:15

Part II: Open discussion



George de Jong
Director, InnosportNL

George de Jong (1953) completed his study at the ALO (Physical Education Teacher Training) in Groningen (the Netherlands) in 1976. In 1988 he completed his Masters Sports Management in Mobile (USA). Next he completed several national and international trainer / coach courses. As a volleyball player he participated in 35 international matches for the Netherlands.

In 1982 he moved to Switzerland where he worked as a Sports Manager and Volleyball Coach. From 1983 up to and including 1989 he was employed by the American College in Switzerland as a manager, and as trainer / coach his supported his team VBC Leysin to achieve five victories in the Swiss volleyball championship. In 1989 he was appointed Technical Director of the World Volleyball Federation (FIVB) in Lausanne Switzerland.

From 1995 up to and including September 2008 he held the position of Director of the Royal Dutch Equestrian Federation and its predecessor, the NHS (Dutch Equestrian Federation). Within the KNHS he mainly focused on the development of top sports and international affairs. As a sports director he

is a member of the Advisory Board of Federation Equestre International (FEI) and commissioner at the soccer club Graafschap.

George de Jong accepted the position of InnoSportNL Director per the first of September 2008.

www.innosport.nl



Jan Tilmans

Director, Sportstill Agency

With 'Management Consulting' as educational background, a broad experience in various sports: soccer, basketball and baseball. Having played various European and World Cup matches with the Dutch National Baseball team, he has a good understanding of the world of sports. He has started his career as sports consultant for the cities of Rotterdam and Amsterdam, for the city of Amsterdam he became the General Manager of the 'Amsterdam Olympic Bidding Committee' and the 'Foundation Topsport Amsterdam'. His large network within both government, sport and business resulted in a key role as CEO of the Amsterdam ArenA. In this role he was responsible for the design, construction and management of the stadium. After that he became independent sports consultant, working on the development of many sports venues all over the world, for a while he combined this role with the role of General Manager of the Olympic gold winning National Men's Volleyball team at Atlanta '96.

Mr. Tilmans has an educational background in 'Management Consulting' and a broad experience in various sports. He holds caps for playing European and World Cup matches with the Dutch National Baseball team resulting in a good understanding of the world of sports. Mr. Tilmans started his career as sports consultant for the cities of Rotterdam and Amsterdam. Furthermore he became General Manager of the 'Amsterdam Olympic Bidding Committee' and the 'Foundation Topsport Amsterdam'. His large network within government, sports and business lead to a key role as CEO of the Amsterdam ArenA - one of the world's first multi-functional stadiums, being responsible for the design, construction and management of the stadium. Subsequently he became freelance sports consultant, working on the development of sports venues all over the world. Besides, he was General Manager of the Olympic gold winning National Men's Volleyball team in Atlanta '96.

www.sportstill.nl



Marco Kooiman

Program Advisor, Olympic Ambitions, Topstad Amsterdam

Marco Kooiman graduated with a degree in Political Science from the University of Leiden. He currently works for the City of Amsterdam in the Topstad Amsterdam office. He is the vice-director of the Olympic Ambition Team. Marco is also an avid sportsman. He has taken part in the Alpe d'Huzes cycling in France and was a student championship swimmer in 1995 and 1996.

www.topstad.amsterdam.nl



John Mahnen

Business Development Manager, Heg Consult

John has over twenty years experience in the field of sports operations and marketing. He has developed a strong network in various sports and disciplines including vendors, venues, merchandisers and media. He had the good fortune to work with a mentor for many years who himself had been a General Manager of several professional teams in the US: Dick Verlieb. Together, they developed an exhaustive checklist for organising sports events that remains the cornerstone of any successful event.

John was a member of an interest group that successfully lobbied the National Football League to locate a team in Amsterdam for the World League of American Football. In that role, he assisted in the market research, feasibility studies and preliminary negotiations with various vendors as well as publicity and the official announcement ceremony.

He also worked on sales, promotion, public relations and football development activities. He left the team after the first season to work in the field of telecommunications but continued to assist the organisation in sponsoring, ticket sales and grassroots development. He also assisted in the production of the Dutch broadcasts of NFL football.

In 2007, John joined a group of professionals in the consulting group HEG. In 2009, he was asked to produce a Sumo event for the Japanese Chamber of Commerce. This event, held in the Heineken Music Hall, was a tremendous success. He currently is working on a number of corporate sporting events and an exciting new sustainable event concept.

Born in 1964, John holds a Bachelor of Arts degree in economics from Kent State University where he was also a member of the Lacrosse team. He received his MBA from Nijenrode University in 1990. He continues to be active in American Football as president of the Crusaders, a game official and a member of the Rules and Regulations Committee of the European Federation of American Football.

hegconsult.com