

# World Football Forum 2014 agenda

Time	Subject
9:00 - 9:45	<b>Registration and Welcome Coffee</b>
9:45 - 10:00	<b>Welcome</b>  <b>Vitaly Mutko, Minister of Sports of Russian Federation</b> <b>Walter de Gregorio, FIFA, Director of Communications &amp; Public Affairs</b>
10:00 - 11:00	<b>From Brazil to Russia – Challenges and Opportunities in hosting a FIFA World Cup™</b>  <b>Topics:</b> <ul style="list-style-type: none"> <li>• Success of the 2014 FIFA World Cup™</li> <li>• Sharing experience in hosting the world's biggest single sport event</li> <li>• Progress report from LOC Russia 2018 and roadmap to 2018</li> </ul> <b>Speakers and panelists:</b> <ul style="list-style-type: none"> <li>• Walter de Gregorio, FIFA, Director of Communications &amp; Public Affairs</li> <li>• Alexey Sorokin, LOC Russia 2018, CEO</li> <li>• Ricardo Trade, LOC Brazil 2014, CEO</li> <li>• Saint-Clair Milesi, LOC Brazil 2014, Communications Director</li> <li>• Hassan Al Thawadi, LOC Qatar 2022, CEO (TBC)</li> </ul>
11:00 - 11:30	<b>Stadium guidance from Brazil</b>  <b>Speakers and panelists:</b> <ul style="list-style-type: none"> <li>• João Gilberto Vaz, Arena Solutions and President of the Brazilian Association of Multipurpose Arena Operators and Suppliers , CEO</li> <li>• Henk Markerink, Arena do Brasil, CEO</li> </ul>
11:30 - 12:30	<b>2018 FIFA World Cup™ stadiums – at the heart of the tournament</b>  <b>Topics:</b> <ul style="list-style-type: none"> <li>• Stadium preparation general progress</li> <li>• Design</li> <li>• Legacy</li> <li>• Operations (first experiences in Moscow and Kazan – challenges and successes)</li> </ul> <b>Speakers and panelists:</b> <ul style="list-style-type: none"> <li>• Alexey Milovanov, Arena-2018, CEO</li> <li>• Alexander Vasukov, Sport-Engineering, CEO</li> <li>• Thomas Shpeck, ArenaCom, CEO</li> <li>• Damon Lavelle, Populous, Senior Principal</li> <li>• Radik Minnakhmetov, Kazan-Arena, CEO</li> <li>• Alexandr Atamanenko, Otkritie Arena, CEO</li> </ul>

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12:30 - 12:45 **Coffee Break**

12:45 - 13:30 **Stadiums and Events of the Future: Security by Design**

**Speakers:**

**Malcolm Tarbitt, Executive Director – Safety and Security, International Centre for Sport Security**

**Helmut Spahn, Director General, International Centre for Sport Security**

13:30 - 14:30 **Lunch Break**

14:30 - 15:45 **Europe's new reality: Financial Fair Play Regulation**

**Topics:**

- Explaining of regulation rules by UEFA
- What Profession Football in Russia can learn from the top five leagues
- RFPL case studies

**Speakers and panelists:**

- Chelsea FC Representative
- Pedro Pinto – UEFA, Chief of Press
- Oleg Malyshev – PwC Russia, Partner, Leader of the Football Advisory Group
- Alexey Smertin – Dinamo Moscow, Advisor to president
- Russian Premier League

15:45 - 16:15 **Coffee Break**

16:15 - 17:15 **What football can learn from other sports events organisers**

**Topics:**

- American way of sport event promotion
- Business lessons to learn from Hockey
- Invest now - Earn later (Oscar Ugaz case study) -

**Speakers and panelists:**

- Oscar Ugaz – Former Real Madrid digital manager
- KHL (TBC)
- UFC (TBC)
- Chris Renner – Helios Partners, CEO

20:15 **World Football Forum 2014 VIP Reception**