

HOST CITIES 2015 SUMMIT IN DUBAI TO EXPLORE THE FUTURE OF EVENTS

Global gathering will explore trends in bidding, engagement, sponsorship and funding for international and homegrown events, seeking the opinions of the next generation

- Expert speakers include the UAE Minister of State and Lord Sebastian Coe
- Insights will look ahead to Expo 2020 Dubai and beyond

12 August 2015 – Dubai will bring together an international community of experts to explore the future of events when the Host Cities 2015 summit returns to the emirate for its 4th edition from 18-19 November.

Host Cities – presented by Emirates Airline – is the largest industry summit to be held in the Middle East. This year it will run under the theme ‘Embracing Future Events’, seeing leading figures gather at Fairmont the Palm to explore how the hosting strategies of cities today will shape the cities of tomorrow.

The summit will identify trends in city strategies for bids, engagement, sponsorship and funding to share knowledge that can be applied to different event types, budgets, cultures and geographies. The voice of the next generation will also be heard with the launch of a special report, drawing on international research to reveal what young people want for, and from, events in their cities and around the world.

The forward-thinking agenda reflects Dubai’s own ambitions and those of the United Arab Emirates (UAE) as it looks to welcome the World Expo in 2020, a first for the Middle East, North Africa and South Asia (MENASA) region, under the theme ‘Connecting Minds, Creating the Future’.

As an international host city itself, strategically located between East and West with a young and dynamic population, Dubai is the ideal location for Host Cities 2015.

Her Excellency Reem Al Hashimy, UAE Minister of State, Board Representative of Expo 2020 Dubai Higher Committee and Director General, Bureau Expo 2020 Dubai, has today been announced as a keynote speaker at Host Cities. In a short interview Her Excellency said “Now more than ever host cities and nations staging events must carefully consider how their actions can positively impact the lives of future generations. It is important that innovation and legacies not only deliver economically, but also socially, to leave a lasting impact.

“Cities and nations that are engaged with the global agenda, encourage their youth and have a focus on the future, these will be the ones that drive change, growth and aspiration. It’s an important consideration and as we look to the events of the future and Host Cities 2015 we should explore how strategies need to evolve to do just that.”

Another keynote speaker announced today is Lord Sebastian Coe, double Olympic Gold Medalist and former LOCOG & London 2012 Bid Chair, now International Association of Athletics Federations (IAAF) Presidential candidate and Vice President, and Chairman of the British Olympic Association and CSM Sport & Entertainment.

Lord Coe added: “Many conferences coalesce around past events but few step into the future and seek the opinions of the next generation like Host Cities 2015 plans to. As a global city that connects people, places and ideas every day – and with Expo 2020 just five years away – Dubai is perfectly placed to bring together thought leaders, policy makers and event organisers from across the globe for what promises to be a stand-out event.”

Other prominent local figures speaking at Host Cities 2015 include His Excellency Saeed Hareb, Director General of Dubai Sports Council; Boutros Boutros, Divisional Senior Vice President, Corporate Communications, Marketing and Brand at Emirates Airline; and Giselle Pettyfer, Executive Vice Chairman, Falcon and Associates.

International speakers will feature the Right Honourable Sir Hugh Robertson KCMG DL, former Olympic Minister, London 2012 and Executive Director, Falcon and Associates; Debbie Jevans, former CEO of England Rugby 2015 and Director of Sport at London 2012; David McLaren, Director, PGA European Tour; and Charmaine Crooks, C.M. Member of the Order of Canada, five-time Olympian, Silver Medalist, former IOC Member, IOC Ethics Commission & Canadian Centre for Ethics in Sport.

Last year, the Host Cities summit welcomed 250 influential attendees from more than 30 countries.

Further details on Host Cities 2015 will be announced in due course at www.host-cities.com