



INTERNATIONAL
OLYMPIC
COMMITTEE

FACTSHEET

VANCOUVER 2010 OBSERVER PROGRAMME

UPDATE – JANUARY 2010

THE VANCOUVER 2010 OBSERVER PROGRAMME

THE PROGRAMME

An integral element of the Olympic Games Knowledge Management (OGKM) platform of learning, the Vancouver 2010 Observer Programme represents a key component of the knowledge transfer process, providing a unique opportunity to live, learn and experience real Olympic Games operations. The IOC organises the Observer Programme in partnership with the host Organising Committee (OCOG), with key OCOG personnel acting as the main presenters for each tour, supported by a combined IOC-OCOG management team.

For future Games organisers, attending the Olympic Games represents a valuable opportunity to learn and experience the event live. During the Observer Programme, each future Organising Committee can not only witness how things are done, but also study specific areas, so that they can learn and improve upon these within their own organisational and cultural context.

PARTICIPANTS

The Vancouver 2010 Observer Programme involves:

- 3 Organising Committees for the Olympic Games (London 2012, Sochi 2014 and Rio 2016)
- 3 Applicant Cities for the 2018 Olympic Winter Games (Munich (Germany), Annecy (France) and PyeongChang (Republic of Korea))
- 1 Youth Olympic Games Organising Committee (Innsbruck 2012)

NUMBER OF OBSERVERS

- 100 from London 2012
- 150 from Sochi 2014
- 40 from Rio 2016
- 6 from each Applicant City for 2018
- 3 from Innsbruck 2012

VISITS

Forty visits and 4 round tables will be held over 21 days. The visits start on Tuesday 9 February, and finish on Monday 1 March. This date range allows the observers to see the arrivals and departures period, as well as Games-time activities.

The visits look at Games-related themes and the work of different functional areas. There are visits to approximately nine competition venues and around 10 non-competition venues and sites.

The detailed programme has been designed in consultation with the various OCOGs in order to ensure that it meets their specific needs. In accordance with the client-oriented Games management approach, new visits devoted to the areas of Athlete Experience and Spectator Experience have been included in the Vancouver 2010 Observer Programme.



TOPICS

The topics covered during the Observer Programme include:

- Ceremonies
- Visual Brand Presentation
- Olympic Village Operations
- Sport
- Workforce and Accreditation
- Sustainability
- Brand Protection
- Security
- Transport
- Protocol
- Ticketing
- Venue Operations
- Medical Services
- Press Operations
- Broadcasting
- Technology
- Arrivals and Departures
- Licensing
- Athlete Experience
- Spectator Experience

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January 2010

A publication of the

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