



INTERNATIONAL
OLYMPIC
COMMITTEE

FACTSHEET

OGKM & THE LONDON 2012 DEBRIEFING

UPDATE – NOVEMBER 2012

OLYMPIC GAMES KNOWLEDGE MANAGEMENT (OGKM)

THE PROGRAMME

As one of the most complex peace-time operations in the world, staging the Olympic Games involves at least two years of bidding, seven years of preparations, 16 days of competition and about a year of dissolution. During this period of time, the staff at the Games Organising Committee (OCOG) learns a huge amount about how to organise the event and how they would improve their operations if they had to do it again.

So as to retain this knowledge within the Olympic Movement and assist future OCOGs, which are usually taking on the organisation of the Games for the first time, the International Olympic Committee (IOC) developed the Olympic Games Knowledge Management platform (OGKM). This innovative programme was specially created to ensure that future hosts could draw from the wealth of knowledge that is available about Games organisation, while using it to make their own projects more efficient and effective in delivering the highest quality conditions for the athletes of the world.

More importantly, OGKM aims to help bid cities and OCOGs develop their own vision and understand how a host city and its citizens can benefit from the long-lasting impact of the Games, while managing the opportunities and risks that such an event produces.

EVOLUTION

The IOC's transfer of knowledge (TOK) programme was set-up during the preparations for the Sydney Games in 2000 in cooperation with the Sydney Organising Committee (SOCOG). Later, to further enhance the TOK programme and to develop its knowledge management initiatives, the IOC established an independent company called Olympic Games Knowledge Services (OGKS) in 2002. In 2005, the IOC then decided to bring its transfer of knowledge function fully in house, baptising it Olympic Games Knowledge Management (OGKM).

PARTNERS

Since it began, the OGKM programme has worked with a number of OCOGs and bid cities to transfer knowledge to help them put on or bid for the Games. At the moment, the IOC is working with:

OCOGs: London 2012; Sochi 2014; Rio 2016, and PyeongChang 2018.

Candidate Cities: Istanbul 2020; Tokyo 2020; and Madrid 2020.

Youth Olympic Games Organising Committees: Nanjing 2014 and Lillehammer 2016.

WHAT IS OGKM?

OGKM is an integrated platform of services and documentation, which assists organisers in their preparations, lets them evaluate their progress and success, and helps to define the future of the Games. Since its inception, the OGKM programme has developed into an essential tool for Games organisers.



The vision of the OGKM programme is to contribute to maintaining the unique value and success of the Games product and experience through transferring knowledge and expertise from one edition of the Games to the next, making sure that the contextual elements are properly taken into account.

This links in perfectly with OGKM's mission of enhancing the performance of the OCOGs and bid cities, as well as allowing them to benefit from their predecessors, while also contributing to the future success of cities yet to host the Games.

OGKM ACTIVITIES

Observer Programme:

The observer programme allows future Games organisers to observe Games-time operations - in the heat of the action - during an actual Games. The observer programme looks at a number of Games-related areas through visits to Games venues and roundtable discussions with the people actually organising the event. For example, the London 2012 observer programme saw 50 visits to approximately 15 competition venues and 37 non-competition sites, in addition to 5 roundtables over 21 days (For more information: http://www.olympic.org/Documents/Reference_documents/Factsheets/The_Observer_programme.pdf).

Games Evaluation:

The process of Games evaluation looks to capture the key learning from a Games edition and identify opportunities to enhance the next Games experience. This feedback is subsequently integrated into the other transfer of knowledge documents and activities like the IOC debriefing.

IOC Debriefing:

The IOC debriefing is a key element of the Games evaluation and is a seven-day seminar in the next host city of the Games, which gives participants the opportunity to actively exchange ideas and learn about how previous Games staff approached the Games and what they learnt.

Technical Manuals:

Technical manuals are documents containing key educational information and contractual OGKM & The London 2012 Debriefing / 06 novembre 2012

requirements, which are used to support the OCOG in the planning and staging of the Games. The technical manuals are updated after each edition of the Games and there are currently 33 technical manuals and five guides totalling more than 7,000 pages of information.

Workshops:

Interactive workshops are organised throughout the lifecycle of the Organising Committee and are tailor-made to suit the OCOG's needs. Overseen by the corresponding function within the IOC, these workshops are run by external experts, who are often veterans of previous Organising Committees. In 2011, 23 workshops were held for the OCOGs.

Building Knowledge Capabilities:

Building Knowledge Capabilities is a programme that occurs throughout the entire lifecycle of the OCOG, as it aims to produce an on-going cycle of knowledge transfer, allowing the OCOGs to contribute to the OGKM programme even before they have actually hosted the Games.

OGKM Extranet:

The OGKM extranet is the principal host platform of all of the knowledge that has been collected through the different transfer of knowledge programmes at the IOC, and is accessible by all OCOGs and bid cities, giving them instant access to thousands of reference documents and videos that they can draw from when looking to build and improve their own Games.

Cross-Cultural Awareness:

This is a platform aimed at bridging the gap between the diverse cultures of the IOC and the Organising Committees. It includes specialised sessions for IOC staff on the cultures in the different countries and organisations, and is an integral part of the training process at the IOC.

Seconded Programme:

The IOC also supports a seconded programme for the OCOGs, which allows staff from future Games to take up short-term positions within the current Games OCOG. This gives them first-hand experience of operating on the front line and will allow them to better appreciate what is expected during their own edition of the Games.



THE LONDON 2012 DEBRIEFING

GENERAL OVERVIEW

The London 2012 debriefing is the seventh edition of the Games debriefing to be held. Led by the IOC, it will see the staff of the London 2012 Organising Committee (LOCOG) sharing their knowledge and experience with representatives from Sochi 2014, Rio 2016, PyeongChang 2018 and the three Candidate Cities for 2020. The debriefing will be held from 14 to 21 November 2012 in the next host city of the Olympic Games – Rio de Janeiro, Brazil.

ESTIMATED NUMBER OF PARTICIPANTS

65 from London 2012
50 from Sochi 2014
350 from Rio 2016 (including government partners)
20 from PyeongChang 2018
6 from each Candidate City for 2020

PROGRAMME

The debriefing will be split into three different parts. The first part, of three days from 14 to 16 November, will focus exclusively on the technological aspects of the Games in London. The second part, from 17 to 21 November, will look at all other aspects of the Games organisation and will include a combination of plenary sessions, breakout sessions, organised around three themes, and one-to-one meetings. The final element of the debriefing will be a special extension to the programme on 21 and 22 November specifically for workshops dedicated to the Paralympic Games.

TOPICS

The topics covered during the London 2012 debriefing include areas such as:

- Technology
- Legacy
- Sustainability
- Diversity and Inclusion
- Culture
- Education
- Communication and engagement
- Brand and Look of the Games
- Olympic Torch Relay
- Ceremonies
- Sport
- IF services
- NOC services
- Spectator experience
- Olympic family services
- Workforce
- Governance and integration
- Commercial programs
- Venues
- Games services
- Games management
- Media operations
- Broadcast
- Client services

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