

2018 Sport Tourism FORE-um Round Table Summary

Table # 9 | Transitioning from Bid Committees to Host Committees

Topic Sponsor: Westmont Hospitality Group

Recap

Transition from Bid Committee to Host Committee usually takes place during the first few months (3 to 6 months) after the event has been awarded.

Tips & Takeaways

- Very often organising committee members are starting to plan the event just a few months prior to the event, which mean that many planning months are not being used efficiently and certain important deliverables are not accomplished due to time constraints.
- Local Organising Committees(LOCs) have a tendency to reinvent the wheel at each event they organise as they do not have access to a transfer of knowledge program from the rights holder or from the host community.
- LOC members have the tendency to do what they know instead of what should be done as the first steps. Therefore, the Organising Committee does not have a good base before starting to plan the event.
- The workload of the LOC depends on the amount of work that was done at the bid level (business plan, marketing plan, budget, venue assessment, etc.).
- Event divisions within an organising committee should be divided in 3 groups:
 - Cat #1: divisions that have deliverables every day such as Administration, Finance, Sponsorships, Communication.
 - Cat #2: divisions that are planning until the event and deliver services for specific groups such as Competition, Media services, VIP
 - Cat #3: divisions that have to provide services to other divisions such as Venue, Technology, Volunteer, etc.
- Deliverables for the first few months should be towards the governance and Cat #1 divisions. Human Resources need to be identified very early for Cat #1 divisions within the planning phase and should remain the same until the end of the event. This differs with Cat #3 as these divisions will not require any resources at the beginning, but human resources will grow tremendously until the event.
- Important to have a check list during the transition phase

The CSTA has a Transition Plan Template that has been developed notably:



- To ensure that all MSO/NSO obligations and international Rights Holder obligations and bid promises agreed to during the bid phase are met
- To identify the optimal structure for the Transition Committee and the Local Organizing Committee (LOC)
- To address, before beginning to organize the event, the highest priority organizational issues
- To provide a critical path for the first phases of the LOC to ensure that the highest priority tasks are performed in order of importance
- To understand the human, equipment and financial resources required for the project
- To provide a preliminary planning document to the LOC.

Summary

- The sport tourism industry concentrates more on the bid effort, but new services towards Organising Committees could be offered at the transition phase.
- Rights holders should consider producing a critical path /work plan (check list) per phase (1 phase = 3 months) with specific deliverables to be produced by Organising Committees in order to ensure that committees start working immediately on the right tasks once being awarded an event.

