

General Programme

DATE	TIME	CONTENT	WHERE
Tuesday, August 16	AM	Arrivals	VIP Hotel
	13:00	Lunch & Programme introduction Transfer to Olympic Stadium & Park	VIP Hotel
	15:30	Tour of Olympic Stadium and Olympic Park city engagement activities	Olympic Park
	17:30	End of visit and wrap up Apero and light food	Olympic Stadium - EA Club
	18:30	European Athletics Championships Munich 2022 Evening Session	Olympic Stadium
Wednesday, August 17	09:00	Host City Workshop	VIP Hotel
	11:00	Individual Discussions / Networking	VIP Hotel
	12:30	Lunch	(VIP Hotel)
	PM	Departures or optional stay for European Athletics Championships Munich 2022 Evening Session	

Main Conditions:

This offer is restricted to cities and regions in Europe.

European Athletics covers one hotel night (August 16), food and beverage as well as transfer to and from Munich Airport for one representative per city/region. Any additional representatives will cover their own hotel costs. Food and beverage as well as transfer will be covered, up to two people per city/region.

For more detailed logistics information and registration please contact European Athletics bidning@european-athletics.org before May 31, 2022.

Workshop Outline Agenda

The Host City Workshop will allow participants from your city to learn about our European Athletics events – from youth to elite, in a total of 12 sporting in-stadium or out-of-stadium events, 2 main corporate events and a series of conferences and seminars – and share valuable insights for how to best align them with your city's sports and health objectives. By the end of the workshop, participants will have gained valuable knowledge about the scope of our events, when the next events will be available for hosting and how the collaboration with European Athletics will be structured.

These discussions will be conducted in a true spirit of partnership: you want your communities to do more sporting activities and so do we! Let's talk!

Wednesday, August 17

9:00 – 11:00

Key agenda elements:

- Welcome & Introduction by senior European Athletics leadership
- "Let's Move People Together": a new collaborative approach for hosts of European Athletics events, in 6 areas
 - **Promotion:** promoting our brands, together
 - **Engagement:** unleashing local engagement, together
 - **Revenues:** boosting revenues, together
 - **Facilities:** optimising the use of facilities, together
 - **Sustainability:** developing sustainable events, together
 - **Learning:** learning for the future, together
- Our events – key facts and figures and how to leverage them to boost sport participation in your city
- Financials – rights and obligations of the hosts, and of European Athletics
- What's next – understanding which events are available when, and what is the process to get them

From 11:00 on, participants will be able to have one-to-one discussions with European Athletics to go more in depth about how specific event(s) could best fit in their cities or region.