

2017

# PARTNERSHIP WORKSHOP for hosting WTF events

WTF Events, Why & How to Bid?



## Overview

- Date: 26 June 2017 (Mon), 13:00 - 18:00
- Venue: **Large Auditorium**, 1st Floor, Administration Center, Taekwondowon
  - Address: Taekwondowon, Musel-ro, 1482 Seolcheon-myeon, Muju-gun, Jeonbuk, Korea
- \* For more information, please refer to following link. <http://www.tkdwon.kr/eng/>

## Background

The World Taekwondo Federation (WTF) has initiated an innovative host city selection process which will allow the WTF and potential hosts (“Partners”) to enter into a dialogue in order to ensure that the WTF Events fit into a city’s long-term development agenda.

In this regard, the WTF is organizing the second edition of the Partnership Workshop under the theme of “WTF Events, Why and How Bid?”. This workshop will provide an opportunity for the WTF and potential hosts to better understand and clarify each other’s expectations and objectives from the earliest stage.

## Objectives

- To educate potential hosts on the new concept and process of the WTF events
- To outline the lifecycle of WTF Events for WTF Member National Associations and host cities
- To share information on the benefits and the commercial opportunities for stakeholders of hosting WTF Events

## Registration

- To register, please find the *Registration Form* at the following link and submit it to WTF Event Department (bid@wtf.org) **by no later than 31 May 2017**.
  - [http://www.worldtaekwondofederation.net/wp-content/uploads/2016/12/Partnership-Workshop-2017\\_Registration-Form.doc](http://www.worldtaekwondofederation.net/wp-content/uploads/2016/12/Partnership-Workshop-2017_Registration-Form.doc)
- “WTF Events Bid Manual” will be provided in hard copy to those who register before the deadline.
- The registration is free of charge but all the participants need to cover their own travel and accommodation expenses.

## Accommodation

- All participants are requested to make their own arrangements.
- For more information on the hotels, please move onto the following link.
  - <http://www.2017worldtaekwondo.com/eng/contents/sub501/sub502.jsp>
- Please contact [mujuworldtkd2017@gmail.com](mailto:mujuworldtkd2017@gmail.com), should you have any queries.

## Contact Information

Should you have any inquiries, please do not hesitate to contact Mr. Jaejoon YU, WTF Event Department.

- E-mail: [bid@wtf.org](mailto:bid@wtf.org)
- Tel: +82. 2. 3420. 1452.
- Fax: +82. 2. 553. 4728.

## Program

Moderator: Mr. Jon Tibbs (Chairman of JTA)

Time	Contents	Speaker
13:00 - 13:20	Opening - Welcome speech by WTF President - Introduction of the workshop program	Dr. Chungwon Choue Moderator
13:20 - 14:20	Why bid for WTF events? - Values of WTF events - Impact studies on WTF event	Moderator Mr. Guy Port, Nielsen Sports
14:20 - 14:40	Coffee and networking	
14:40 - 15:10	Case Study - Successful partnership with governments, cities and sponsors	Mr. Ian Leafe, GB Taekwondo
15:10 - 16:10	Overview of WTF Events - Organizational process and timeline of WTF Events - "Three-dimensional Approach" <ul style="list-style-type: none"> <li>· WTF Events Portfolio</li> <li>· WTF Event's Lifecycle</li> <li>· Functional Areas</li> </ul>	WTF
16:10 - 16:30	Coffee and networking	
16:30 - 17:00	Discussions - How to make value proposition to the government, cities and sponsors?	Moderator
17:00 - 17:30	Sport Presentation - How to make taekwondo fans better engage with taekwondo events?	Mr. Christophe Sevessand, S-Production
17:30 - 18:00	Question and Answer	Moderator

\* The program is subject to change.