

# Minor – Major – Mega events. The public celebration takes centre?

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# Problem

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- What is the motivation for stakeholders to support international sport events?
- Legacies?
- The public celebration?
- Or both?

# Cases

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- 2014 IAAF World Half Marathon Championships, DK
- 2015 World Women's Handball Championship, DK
- 2017 Road World Championships, N
- 2018 Ice Hockey World Championship, DK
- 2019 World Women's Handball Championship, DK
- (Bid for) 2022 Winter Olympics, N

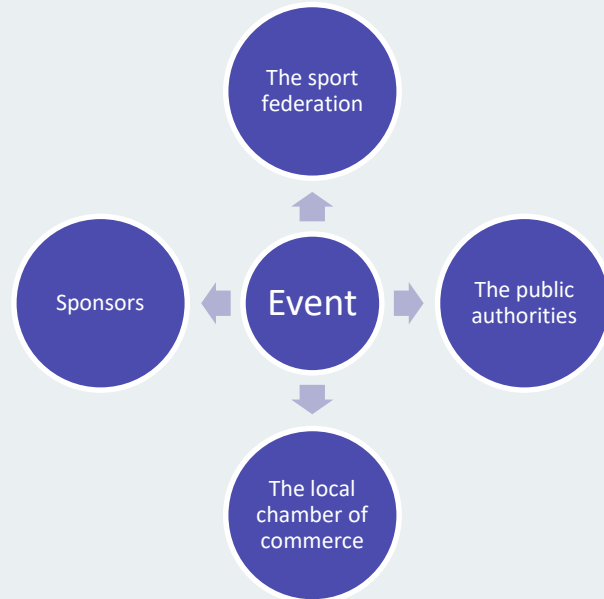
# Stakeholders and motivations

	Public auth.	Commercial partners	Sport fed.	Event org.
Investment	[One] main motivation was (...) that Oslo grew so rapidly that <b>it needed a huge transformation</b> of the city.	[T]here are many perspectives. <b>Of course there is a plain and pure financial perspective.</b> If we have a championship (...) there follows a turnover, which is really interesting (...). (Tourist org.)	Clearly there was – and I won't hide that – no reason to do really... <b>Of course there was an economic aim</b> – a financial aim that this... it should generate a profit, which the sport could (...)	Events should nationally generate “experiences, <u>happiness, pride</u> (...) [and] raise the participation in sport”. <b>Internationally</b> , the events should attract tourists, <b>brand Denmark</b> and develop trading relations.

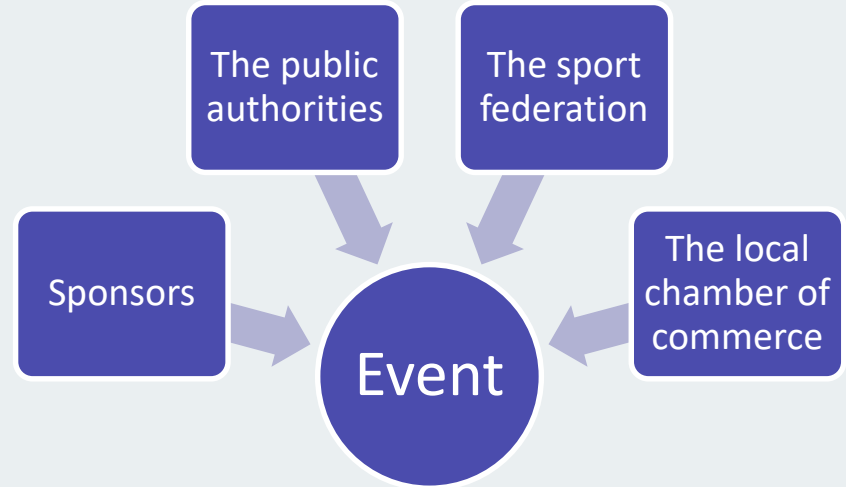
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Celebration	politically, you were... (...) <b>really not that interested</b> in really knowing what would we, (...) would earn on this. (...) The main thing was to <b>show off</b> the municipality (...).	still <b>get the willies</b> because we have been a part of it and made it possible, and it was a party from the beginning till the end. (Sponsor)	The public celebration is “ <b>our bar at its highest</b> and then you always have to lower it a bit ,	<b>There has to be some entertainment</b> (...) That is to be sure an important element, a very important element.

# The event as investment



# The event as celebration



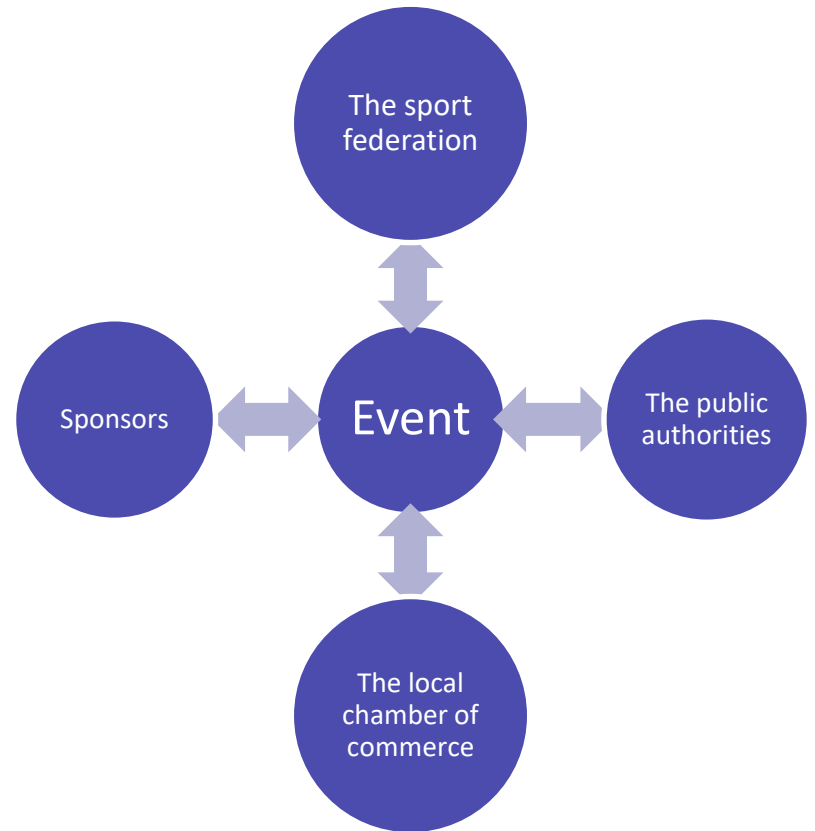
# Which one is central?

The event as investment tends to get the most attention

The event as celebration is what united the stakeholders and is mutually supportive of their investments.

## Implication

- Increased priority to the aim of events as celebrations for the broad public.



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**Thank you**