

# Olympic Festivals – Staging the event during the Olympic Games

October 25 2018, Prague







**„The biggest challenge in terms of organisation is staging the event during the Olympic Games to which most NOC human resources are directed.“**



# IN-HOUSE ORGANISATION OR HIRING AN EVENT AGENCY?

Project team  
Olympic park  
Rio-Lipno 2016





**IN 2016 WE EXPERIENCED A  
COMBINATION OF BOTH**





# **WE HAVE DECIDED TO GO FOR AN IN-HOUSE PROJECT TEAM.**

## **PRO'S:**

- **TO KEEP THE KEY KNOW-HOW OF THE NOC IN HOUSE**
- **PROJECT TEAM WITH AN „OLYMPIC DNA“**
- **QUALITY GUARANTEE (NOT ONLY) FOR OUR PARTNERS**
- **TO ENSURE COMPLIANCE WITH IOC LICENCING AGREEMENT**
- **SYSTEMATIC DEVELOPMENT OF THE PROJECT BUILT ON EXPERIENCE - SUSTAINABILITY**
- **100% CONTROL OVER THE BUDGET**

## **CON'S:**

- **COMPLETING THE TEAM WITH A NUMBER FREELANCE EXPERTS FOR A LIMITED PERIOD OF TIME**
- **INVOLVEMENT OF PROJECT MANAGERS IN PERIOD BETWEEN THE EDITIONS**







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CZECH  
OLYMPIC  
COMMITTEE

**Thank you!**