



ACT and THINK as a
NOC PARTNER



Analysis

Strategy

Ideation

Concept

Creation

Event production

Budget Accuracy

FROM BRIEFING TO REALITY

Analysis of the BRIEFING

WHEN

05 > 21 augustus 2016 - high
season summer period

HOW

NOC ambitions

BRIEFING

WHO

TARGET AUDIENCE : 2000 pax /day

WHAT

*A PLACE connecting athletes, fans,
federations, clubs & companies*

WHERE

Searching for a place where crowd is already
present and attractive for both
communities FR/NL

Understand the CONTEXT

the Olympic and Community values

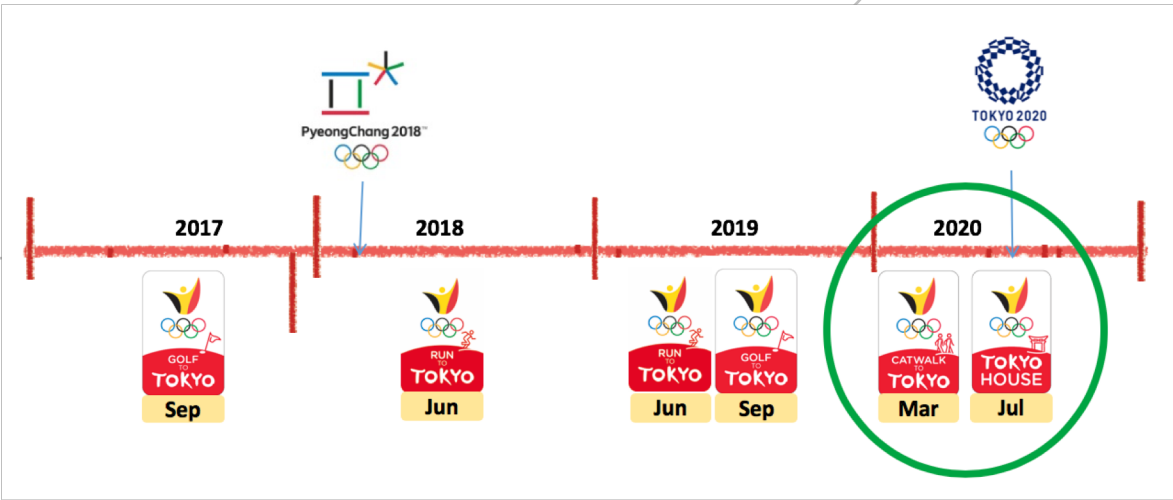


CONTEXT

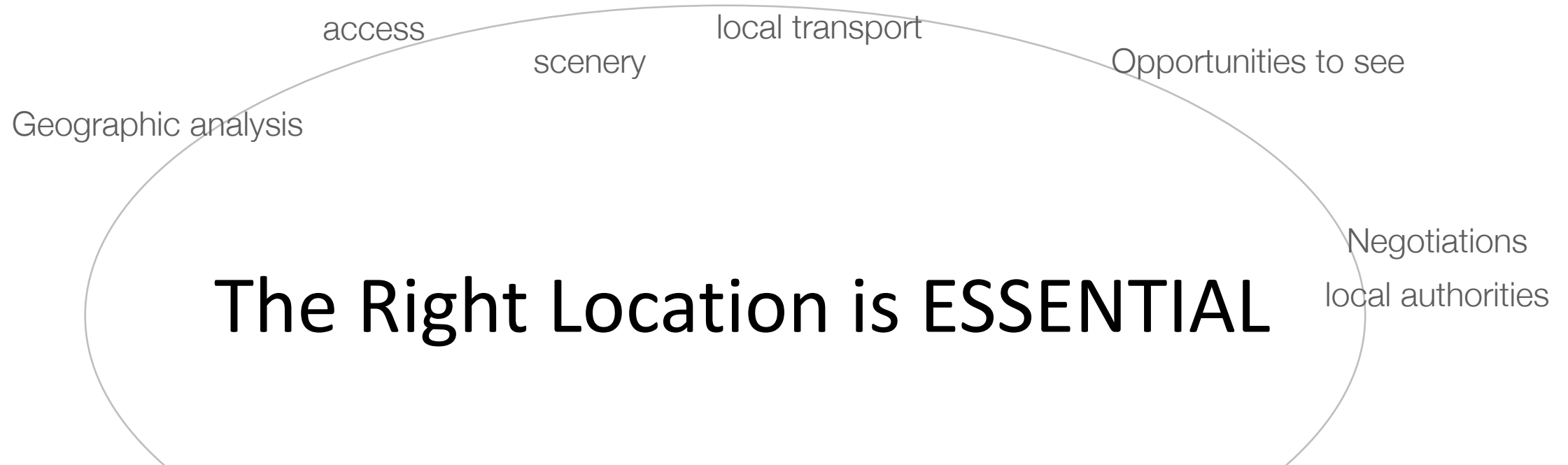
New Brand



Road to ...RIO/Tokyo Events



In search of the perfect Venue/Location



SPORTPARKS GOES FOR EXCELLENCE ! ..we NEED a A LOCATION

Venue 2016

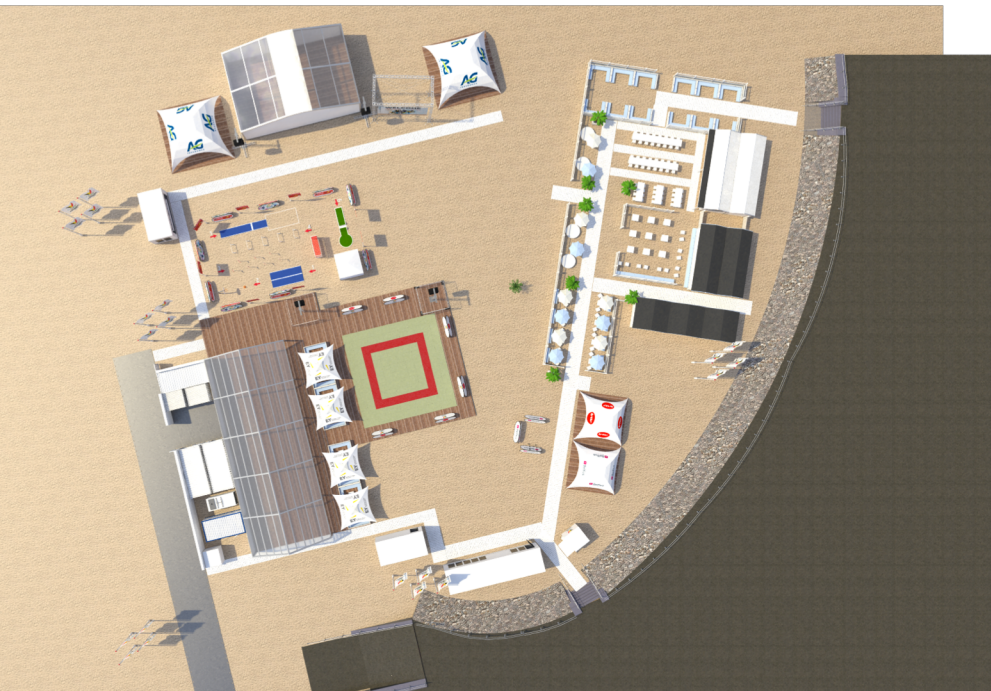
let's go from beach to beach



A STRONG and COMPLETE CONCEPT

Central Court
Giant LED screen
Multi-usable Stage
Polyvalent space for ALL sport federations
Kids' Village
Food & Beverage
Partner area's
PRESS – studio

...



A VARIED & ATTRACTIVE PROGRAM



Day program

demonstrations/initiations

Local Heroes / Exhibitions

F&B

Day animations (Tokyo workshops)

Kids Village

Live & Retro Transmission (+7h)

Evening program

Mini festival line-up on Fri/Sat

Local bands/animo + Main ACT

Live Radio/TV

Merchandising

Keystone **STRENGTHS** of an Event Agency

Know-How

Act & Think as a Partner

Ideas that make the difference

A Cost-efficient budget

WYSIWYG (what you see is what you get)

Underpromise and Over-deliver

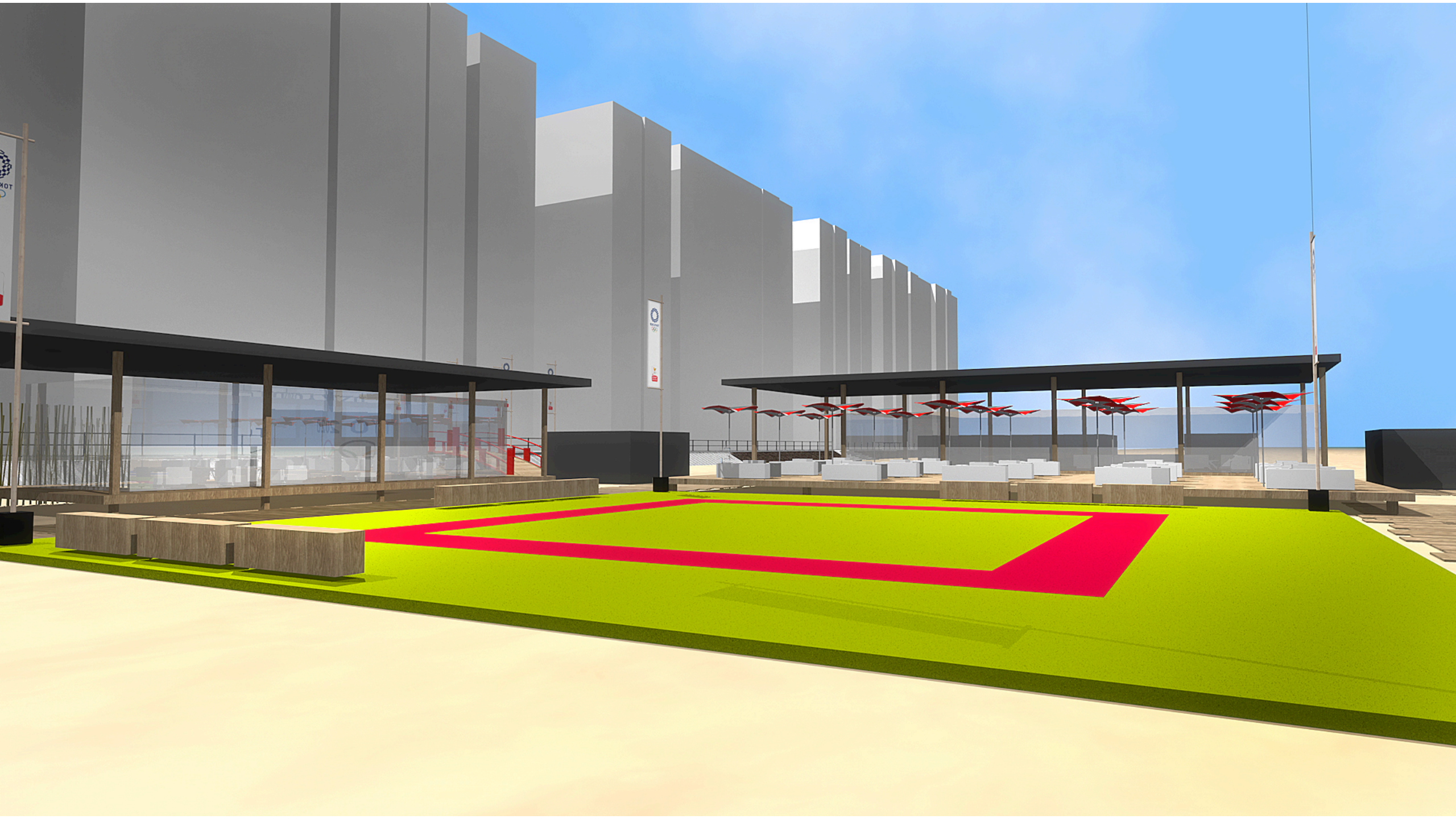


A sneak preview

TOKYO 2020









TOKYO 2020

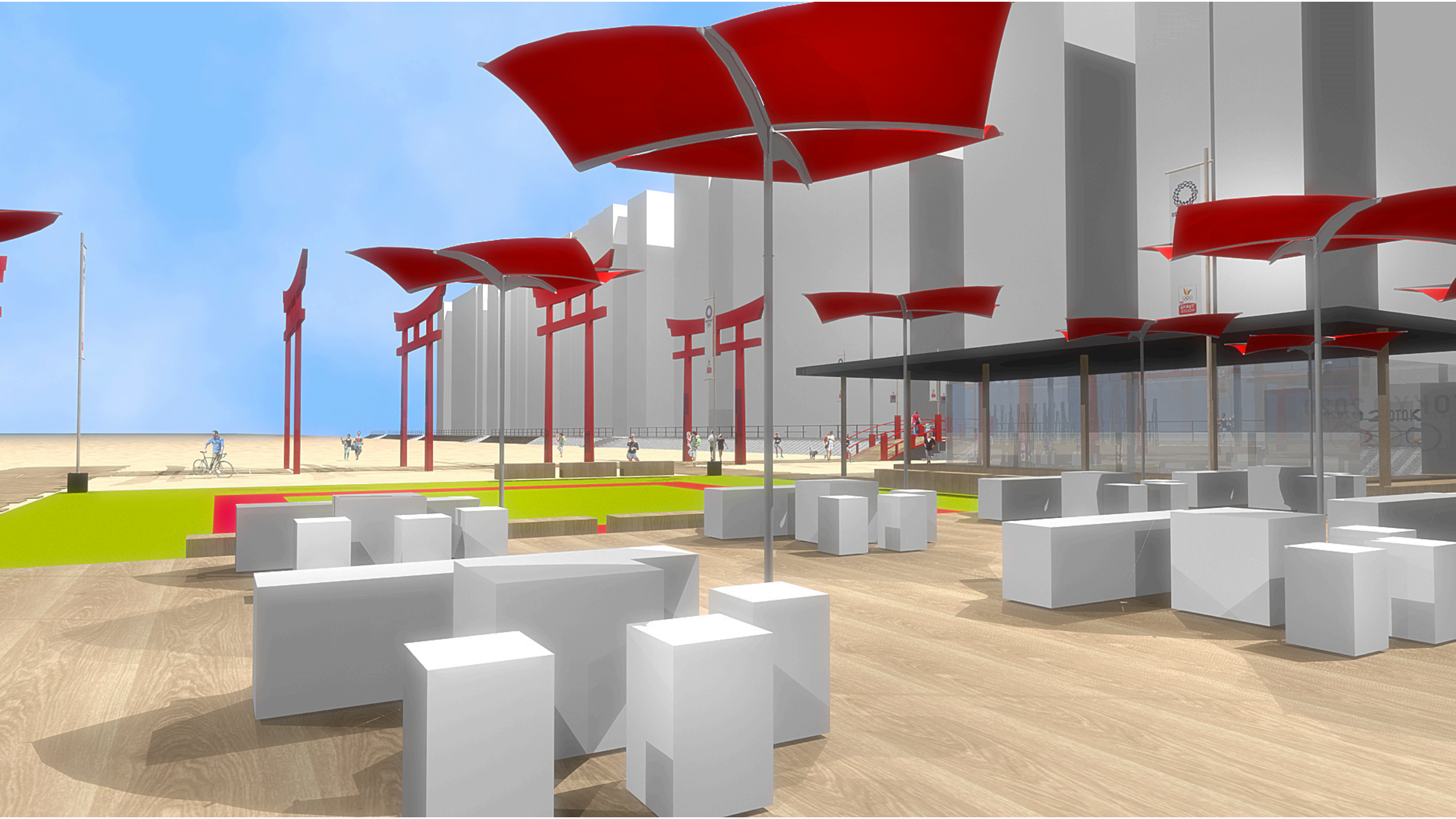


TOKYO HOUSE



TOKYO 2020







TOKYO 2020

ありがとう