Beat: Business

SPORT & COM' MEETING #2 - 2024 AND BEYOND, ON YOUR MARKS

PARIS 2024 OLYMPIC AND PARALYMPIC GAMES

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USPA NEWS - A Few Months before the Paris 2024 Olympic and Paralympic Games, what are the Benefits already received and still expected for Official Sponsors? How do they engage their Employees, Customers and Prospects through this Exceptionally Popular Event? How do they work Hand in Hand with Athletes and develop New Territories of Expression?...

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Sponsors, Athletes, Sports Marketing Experts, Media and Key Players on these Subjects took the Stage on March 21st, to answer all these Questions.

2nd Editon of "SPORT & COM MEETING"

- Animated By:
Mohamed Bouhafsi (Journalist - France Télévisions) & Emmanuel Charonnat (CB News)

- Testimony of Dany Dann
European Breaking Champion, First Qualified French athlete for Paris Olympic Games 2024

- Preamble: “Advertisers, are the Games done?

- International Study « Pulse & Perf », presented By Maxime Debuchy (Account Manager - Toluna Harris Interactive)

PART 1: Brands at the Heart of the Game

- "Brands at the Heart of the Game" with France TV Publicité

* Geoffroy Martin - Deputy Marketing Director Multiscreen Offer
* Frédéric Jonquet - Assistant Advertising Director in charge of Sport

- "Specific Legal Issues of Ambush Marketing as Part of a Sporting Event"
With Marc-Olivier Deblanc (Associate Founder - Barnett Avocats)

PART 2 : An Above All Popular Event

- "A Flame brightens France"

* Rym Nassef (Communications Director - City of Évry-Courcouronnes)
* Fabien Hecquet (Communications Director - City of Amiens)
* Claire Revenu (General Manager @ JOP Paris 2024 Coca-Cola)

- Meeting With Bondy Cécifoot Club, Leader of his Territory (By par BPI France)

* Jean-François Chevalier (President of the CLub)
* Mamadou Thiam (Captain and Malian International Player)

- "Sport can also be listened to"

* Karim Nedjari (General Director - RMC & RMC Sport)
* Raphaël Porte (General Director - Altice Media Ads & Connect)

- "All Actors of a Popular Festival":

* Yann Cucherat (Manager of Games Preparation - Gagner en France, Agence Nationale du Sport)
* Eve Zuckerman (Partnership Director Paris 2024 - Carrefour)
* Mathieu Giraud (Head of Partnership with Paris 2024, Sanofi)

PART 3 : Legacy of the Games

- "Editorial Ambition of Paris 2024 and the Unique Systems put in Place by France TV"
With Laurent-Eric Le Lay (Sports Director - France Télévisions)

- "The legacy of the Olympic and Paralympic Games"

* Benoit Gausseron (Director Olympic and Paralympic Games Paris 2024 - BPCE Group)
* Charlotte Fairbank (wheelchair Tennis Player - Natixis Ambassador)
* Magali Tezenas du Montcel (General Director - Sporsora)
* Stéphane Guerry (President - Havas Play)

- "Sport is the New Luxury"
With Eric Briones (General Director - Journal du Luxe & Co-Founder - Paris School of Luxury)

Source: "Sport et Com Meeting #2" Event - "2024 and Beyond: On your Marks"
On March 21, 2024
@ Parc des Princes - Paris

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