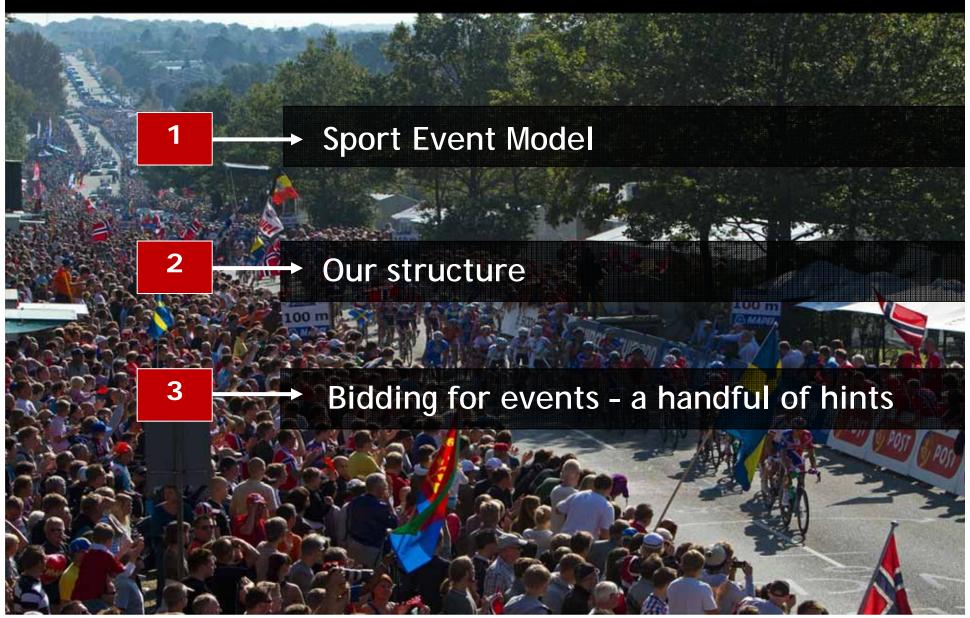
#### Lars Lundov, CEO - Kuala Lumpur, May 17- 2013



## SPORT EVENT DENMARK

HOSTING WINNERS

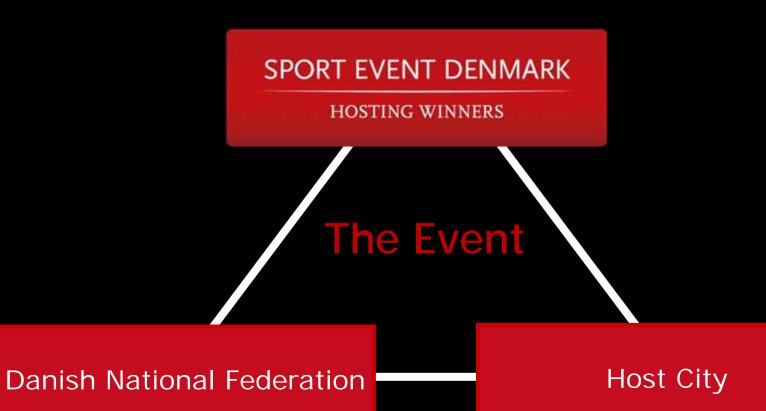
# Overview:



### Our results (some of them):



## Our sport event model:



#### Our structure:

**Danish Government** 

**NOC** of Denmark

SPORT EVENT DENMARK

HOSTING WINNERS

National level:

Sport Federations/Host Cities

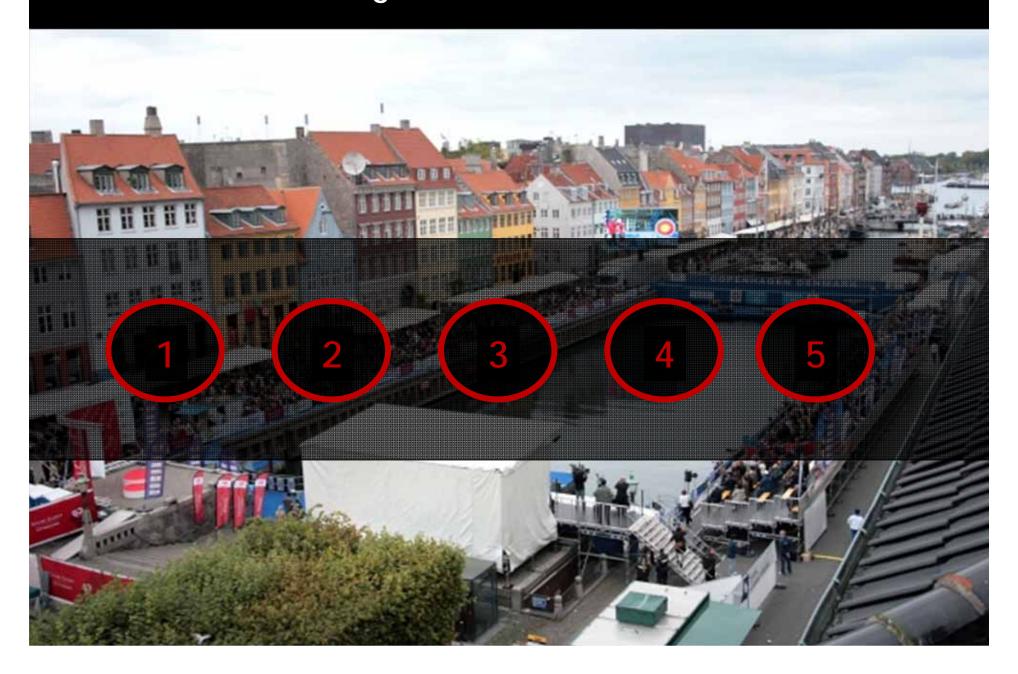
Advice/Assistance/Funding

International level:

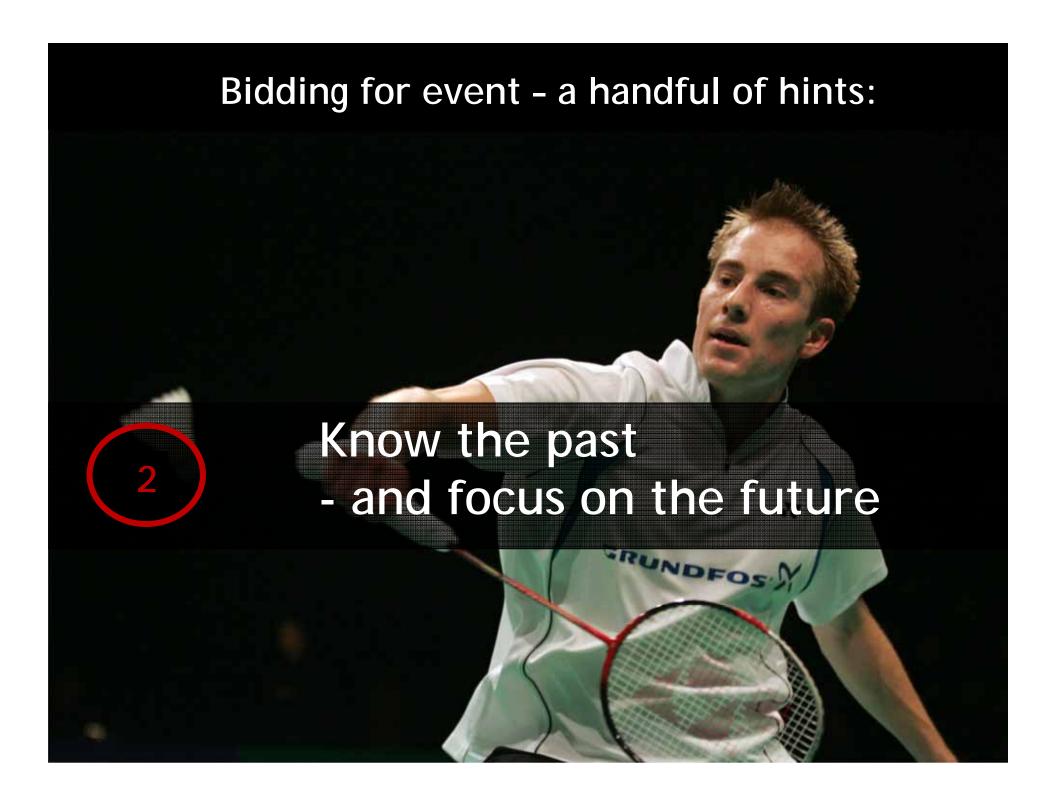
Int. Federations/Sport Media

Promotion/Networking

## Bidding for event - a handful of hints:



# Bidding for event - a handful of hints: Promise 100% - and deliver 110%





## Bidding for event - a handful of hints:



## Bidding for event - a handful of hints:



## Thank you for your attention

- and see you in Denmark in 2014!



www.sporteventdenmark.com



