

An Analysis of the Processes before Applying for Hosting a Mega Sports Event and the Importance of winning the Public Opinion and convincing the Politicians

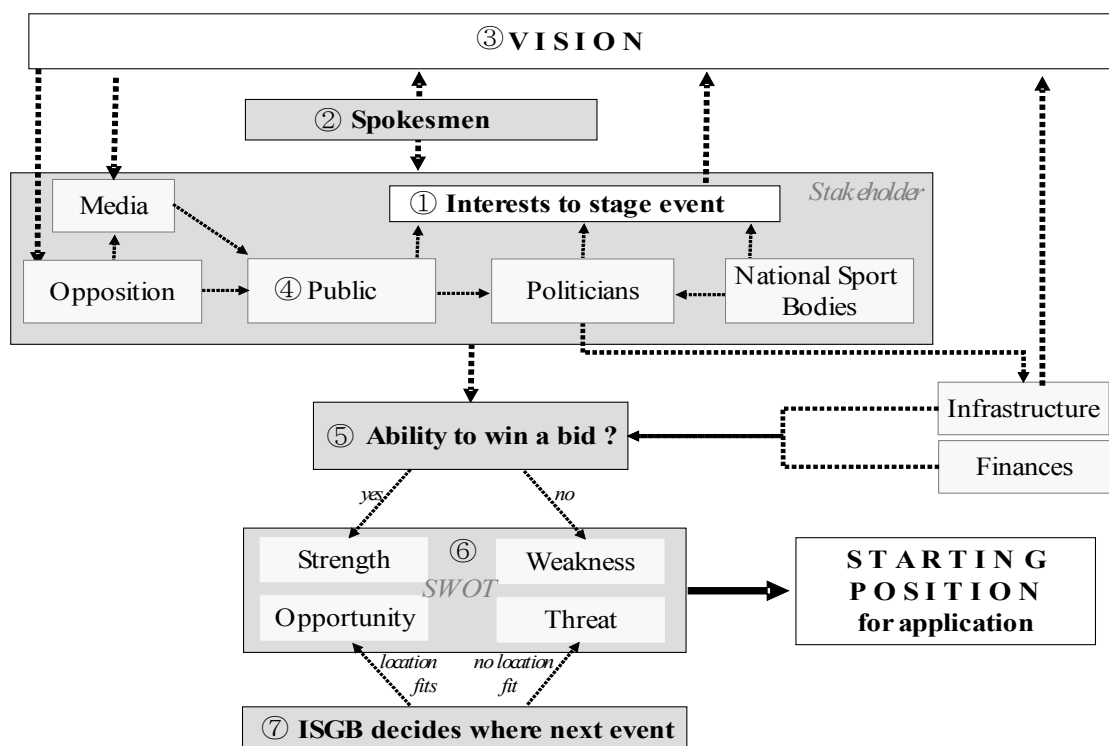
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Abstract

The purpose of this paper is to analyze the initial stages from the moment when the brainchild of hosting a MSE is born and until the starting position for application.



The methodology in the research is based on literature review, intensive studying of former bid procedures, analyses of case studies from various Olympic Games bids and experiences of past Olympic Games bids. This document analysis is used to build a complex model which shows the interrelations of important aspects to start a successful Olympic Bid.

Advocating and spinning for hosting a MSE

- 1) Who wants the MSE initially?
- 2) Subsequently asking spokesmen
- 3) -to present a vision and a plan
- 4) -to win the public opinion and politician:
- 5) -setting up a convincing SWOT analysis
- 6) -demonstrating the ability to host
- 7) -and convincing the IOC / ISGB
about the ability to host the MSE

A clever politician will closely monitor the public opinion polls (Preuss & Solberg, 2006) - in accordance with public choice theory (Caplan, 2007). When the idea of a MSE is born this can go public immediately or be held back for planning and advocating the spinning process. A strong reason for holding it back is to appoint some good spokesmen and to enable them to handle the most like frequent asked questions (FAQ's).

FAQ's typically stated by opponents are:

- Initial costs for the application for a MSE and the outcome if the region/city is not selected.
- Who is financing the application and eventual hosting of the MSE?
- Overrun of budgets, because this often has been the case.
- How and where are the facilities and infrastructures needed for the MSE going to be built?
- Opportunity costs (always a very tricky argument) of hosting the MSE?
- Security to be handled sufficiently and what are the major risks of hosting the MSE?
- Risks of negative media, impact and image.
- The risk of not receiving sufficient consensus from the public and the politicians?

FAQ's typically proposed by proponents might be:

- Brand value increases the brand of the region.
- Legacies can change the society and create social capital and pride.
- Exports will increase for companies regardless if the companies are sponsoring or not.
- Supporting facilities and infrastructure will increase and show capability.
- A strong vision can be marketed promoting the country, the region and the city.
- Cities recently hosting MSE's over the last 20ys have been very happy analyzed in the aftermath. But before, up to and during the games all sorts of con's have been published.

The British Olympic Association defines "developing visions for the bid" as the most important task for the bidding team. This goes in line with the winning of the public

support. A strong vision gives a clear idea of what the outcome of the future Games may be.

Time of the decision	For MSE	Vision or challenge for the society
1999	Turin winning the W-OG 2006	Paraolympics, Regional redevelopment and increased tourism – but rumor says the vision was formulated after being elected.
2001	Beijing winning the Summer Olympic Games in 2008.	“It’s a dream”., unforgettable. To promote understanding of cultures, a green Olympics, harmony , education and to develop environmental and humanistic values. Promotion of a new economic super power, city development, increased tourism, environments,.
2004	South Africa winning the Football World Cup 2010	Breathtaking story telling on possible social and racial integration, safety, health, AIDS in Africa, criminality et al – being the first African country hosting a MSE.
2000	Germany winning the Football World Cup in 2006	Motto "A time to make friends" Image changing of the German nation and citizens as integrative, peaceful and funny. To erase the image of being cold and too organized. Chancellor Angela Merkel hopes that "the atmosphere that we Germans presented to the world will last long past this summer".
2005 Nov.	London winning the S-OG 2012	The vision as per 2008: “Everyone’s Games” focusing on the Olympic Spirit and to inspire the world youth to practice sports and preferably Olympic sports – and the internal vision: 'London' -- the world's most diverse city and redevelopment of East London.

It is important, that the public has a considerable interest in hosting the MSE. No International Sports Federation (ISGB) will stage a MSE in a region where the citizens are not in favor of the event (Stockholm 2000 and 2004). Furthermore, politicians will hesitate to direct funds to the regions bidding committees if the public support for the MSE is not sufficient.

A lack of public support is crucial as none of the applicant cities with the lowest public support in the bid periods have been appointed to host the OG. Vancouver for the Winter-OG in 2010 is the lowest with a public support of 60% (source Holger Preuss).

The analyses conclude, that people or institutions behind the brainchild of hosting a MSE must be prepared to advocate intensively for the MSE. First of all to inform and convince the press and media of the magnitude of the idea. The media will – if mostly positive - influence the public opinion. With a positive public opinion the politicians may be convinced of the advantages of the MSE. Mistakes made in the beginning of the process can lead to serious weaknesses during the bid preparations.

This initiation of the bid process is a classical spin process and the selection of suitable spokesmen for the idea is important. Crucial obstacles are winning the public’s opinion and convincing the government and political parties of the positive outcome.

The findings are too, that the advocating process is fragile because the media requires all relevant FAQ’s to be available before any thorough full analysis have been or could be performed.

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