



WSG 2015 North America Regional Meeting

Thursday, March 12

PARK CITY, UTAH



#WSGevents2015

How to Organize and Pull-Off a Global Event

GUEST SPEAKER PRESENTATION | 4:30 – 5:30

GUEST SPEAKER:

Fraser Bullock

American Entrepreneur

Founder & Managing Director of *Sorenson Capital &*

Former COO of Salt Lake Organizing Committee of the 2002 Olympics (SLOC).

2002 OLYMPIC GAMES

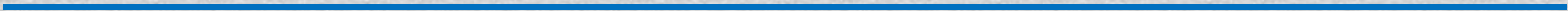


Noelle Picus-Pace

Silver Medal Winner at Sochi



Skeleton Launch



Survived: There must be a better way



Transformed Run



Checking my time..



2002 Olympic Transformation

Situation April 1999

- Bribery scandal reports everywhere
- Employees afraid they were going to be indicted
- Assaulted by the media from around the world
- Butt of jokes on late night shows
- \$400 million budget deficit
- Siloed functions: “knowledge is power”
- No operational plan
- 220 people. Needed 50,000 by Games time
- Less than 3 years left to be ready



Desperate need for a complete transformation

Keys to Olympic Transformation

Great Team

Unified Vision



Become the best



Capital Efficient



Results

Olympic Transformation

Great team:

- Team included best experts from around the world
- Teamwork: help others succeed
- Involved in every aspect of learning, planning and executing
- Change management system: clear, timely decision making



Olympic Transformation

Unified Vision:

- Built a culture of success
- “Gold medal performance”
- Celebrate successes
- Have fun!



Olympic Transformation

Become the best:

- Team included best experts from around the world
- Studied/planned every detail
- Change management system: clear, timely decision making



Olympic Transformation

Capital Efficient

- Remember, Mitt is a cheapskate!
- “Must have” versus “Nice to have”
- Cost of recent Olympic Games:
 - Sochi (2014): \$50 Billion
 - Beijing (2008): \$44 Billion
 - London (2012): \$30 Billion
 - Vancouver (2010): \$10 Billion
 - Salt Lake City (2002): \$2 Billion





Mitt at the Olympics

Olympic Transformation Results

- \$100 million profit
- Image/brand of Salt Lake City and Utah were transformed:

Jean Claude Killy (3 gold medals, IOC Vice President):

“Salt Lake we will always remember you, these were perfect Games.”

Dick Ebersol, Chairman of NBC Sports:

“These were far and away the best Olympics Games, winter or summer.”



Opening Ceremony • Salt Lake City, Utah • Home of the 2002 Winter Olympics



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DURHAM
JONES &
PINEGAR

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