

## **ANNEX 1**

### **MEDIA RELEASE ISSUED BY INFORMA SPORTS GROUP ON THE WINNERS OF THE INTERNATIONAL SPORTS EVENT MANAGEMENT AWARDS**

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#### **International Sports Event Management Awards Winners Announced!**

The ISEM Awards Evening completed an action packed day at Twickenham yesterday, on 3<sup>rd</sup> November when 9 different categories in the sports event management industry were awarded, at the glamorous and prestigious Awards Gala Dinner and Ceremony - in the home of rugby.....

The International Sports Event Management Awards are the only awards to recognise excellence in the global sports event management industry and we are delighted to announce the Gold, Silver and Bronze winners.

The event sector is the life-blood of the business of sport and those who set the standard, innovate and excel, deserve to be recognised and rewarded.

The evening was a great success and brought together a wealth of industry professionals and influencers who are driving and shaping the future of this industry.

We are delighted for our Winners and shortlisted entries and would like to thank all entrants for 2010.

Bronze, Silver and Gold Winners:

#### **Brand Presentation Award**

- Bronze Winner: VWV Group - Brand South Africa
- Silver Winner: International Cricket Council - ICC World Twenty20 2010

**Gold Winner:** Barclays, Progressive Sports and Entertainment Marketing, ATP – ATP World Tour Finals 2009

#### **Event Look Award**

- Bronze Winner: The Look Company - Sony Ericsson WTA Tour 2009
- Silver Winner - The Look Company - Vancouver 2010 Olympic and Paralympic Winter Games

**Gold Winner:** ICON - 2010 FIFA World Cup South Africa™

#### **Event Marketing Award**

- Bronze Winner: The Sports Consultancy - Volvo Ocean Race

- Silver Winner Sport Event Denmark - The Danish Year of Sport 2009

**Gold Winner:** International Cricket Council - ICC World Twenty20 2010

#### **Event Services Award**

- Bronze Winner: Creative Technology - Barclays ATP World Tour Finals
- Silver Winner Infostrada - Youth Olympic Games

**Gold Winner:** Mahindra Satyam - 2010 FIFA World Cup South Africa™

#### **Event Overlay/Facilities Award**

- Bronze Winner: Fast Track - Sainsbury's UK School Games
- Silver Winner: GL Events - Oasys Innovations for the 2010 FIFA World Cup South Africa™

**Gold Winner:** Nussli Group - 2010 FIFA World Cup South Africa™ for Overlay Planning

#### **Event Hospitality and Travel Award**

- Bronze Winner: Keith Prowse – The Old Course Experience
- Silver Winner Wembley Stadium - Club Wembley

**Gold Winner:** Sports World - The Wimbledon Championships 2010

#### **Sport Event Innovation Award**

- Bronze Winner: FIFA AUB - FIFA AUB Legacy Weeks
- Silver Winner International Federation of Netball Associations and Manchester City Council - World Netball Series 2009

**Gold Winner:** Infront Sports & Media AG and IIHF Organising Committee - 2010 IIHF World Championship

#### **Sport City Award**

- Bronze Winner: Sportstadt Dusseldorf for Dusseldorf
- Silver Winner Events for London, Visit London for London

**Gold Winner:** Singapore Sports Council - Singapore

#### **Outstanding Contribution Award**

- **Danny Jordaan**, CEO, **2010 FIFA World Cup South Africa™**
- **Jerry Anderson**, Senior Principal, **Populous**
- **Dr Syd Millar**, Former Chairman of the **International Rugby Board**
- **John Furlong**, CEO, **Vancouver 2010 Olympic and Paralympic Winter Games**
- **Xavier Gonzalez**, CEO, **International Paralympic Committee**

**Winner – Danny Jordaan, CEO, 2010 FIFA World Cup South Africa™**

Thank you to our esteemed panel of Judges and all entrants.

**-ENDS-**

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For further information on ISEM, please visit the event web site: [www.sportseventmanagement.com](http://www.sportseventmanagement.com)

#### **Notes to editors:**



Rushmans is an international event management and consultancy organisation with over 25 years experience in managing major international events and projects worldwide.

The company's expertise is based on the experience of practical implementation and delivery of over 500 events in 30 countries which has given a detailed and thorough understanding of the necessary physical and intellectual assets required for the successful staging of world-class events, both sporting and political.

By offering an unparalleled resource for organisers of major international events, Rushmans helps empower and enable organising committees to deliver their

strategies and often at surprisingly low cost. Substantial budget savings are frequently achieved for clients and services often delivered in a more cost effective way than other options.

Current and recent projects include the Qatar 2022 FIFA World Cup Bid, ICC World Twenty20 West Indies 2010, Yas Marina F1 Grand Prix Circuit, Abu Dhabi 2010 Project, FIFA Club World Cup 2009, ICC World Twenty20 South Africa 2007, ICC Cricket World Cup West Indies 2007, the 15th Asian Games Doha 2006, Rugby World Cups of 1991, 1995 and 1999, the Cricket World Cup in 1999 & 2003, Euro '96, the CAF African Cup of Nations, the Johannesburg World Summit for Sustainable Development as well as many other international sporting and political events.

Further information is available from: [www.rushmans.com](http://www.rushmans.com)



The Informa Sports Group (ISG) is a newly formed division of Informa plc ([www.informa.com](http://www.informa.com)) set up specifically to organise business-to-business (B2B) events in the global sports industry.

ISG's mission is to become the world's leading organiser of B2B sports events, and to provide our customers with a competitive advantage through the latest, must have sports business information and research, and through business networking opportunities designed to create and build productive supplier-end user relationships. We provide the global sports industry with a matchless international marketing platform through a worldwide portfolio of sports industry events.

Together with our sister company, the Informa Yacht Group (IYG), we have created a cutting-edge, industry-leading organisation – a purpose-built, dynamic, business team of experienced event professionals who deliver a wide variety of international business development opportunities for the sports and yachting sectors.

Further information is available from: [www.informasportsgroup.com](http://www.informasportsgroup.com)



The **International Sports Event Management Awards** are the only awards to recognise excellence in the global sports event management industry.

The event sector is the life-blood of the business of sport and those who set the standard, innovate and excel, deserve to be recognised and rewarded at the industry's flagship Awards, the **International Sports Event Management Awards**.

If you are an event, company or individual whose innovation, creativity and management skills help drive leading sports events, the **International Sports Event Management Awards** are the chance for you to celebrate best practice and achievement.

Further information is available from: [www.sportseventmanagement.com](http://www.sportseventmanagement.com)

