

A black and white photograph of a large crowd of people, mostly women, clapping enthusiastically. They are seated in rows, and the atmosphere appears to be one of a successful event or presentation. The crowd is diverse in age and appearance, and many are wearing casual summer attire like tank tops, blouses, and hats.

**FEI**™

**SPORTS FORUM**

# PROGRAMME

**28-29 April 2014**

**IMD, Lausanne, Switzerland**

The logo for IMD, featuring a stylized sunburst or fan shape above the letters 'IMD'.

**IMD**  
REAL WORLD. REAL LEARNING.



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## WELCOME FROM THE FEI PRESIDENT



It is a real pleasure to see that in its third year of existence, the FEI Sports Forum already has its regular attendees, while continuing to attract new delegates. I wish you all a very warm welcome to Lausanne and thank you for understanding the importance of taking part in this interactive phase of our decision-making process.

I also extend my sincere gratitude to the experts from various fields who have accepted our invitation to be panellists during the Sports Forum. I cannot emphasise enough how much their presence will enrich the debates and help guide any decisions that are taken in the future.

Events are the common denominator of all our discussions this year, with topics ranging from FEI Event classification and our Online Entry System to an FEI Sustainability Programme and the findings of a footing project supported by the FEI. Vaulting and Endurance will be the focus of two Round Tables, during which your views on various proposals are, as always, very welcome.

Members of the equestrian community worldwide have been invited to participate in this year's FEI Sports Forum through our online platform. Comments and questions posted before the event will be incorporated into the live debates and we will continue to take online input into account in the lead-up to the FEI General Assembly in December. We really hope that anyone who is not attending the Sports Forum will seize this opportunity to explore the topics on the programme with us.

I am sure you will have many strong opinions on these subjects and it is these that will make the two days of the FEI Sports Forum so interesting, valuable and productive. Thank you for bringing your experience and insight to the table: FEI decisions affect you and it is your right to play a role in the governance of our sport.

A handwritten signature in purple ink, reading 'Haya' in a cursive, elegant script.

**HRH Princess Haya**  
*FEI President*



## TIMETABLE

**Monday 28 April 2014**

**09:00 - 18:15**

**IMD, M100 Auditorium**

- 08:15**      **REGISTRATION**
- 09:00**      **OPENING ADDRESS**
- 09:15**      **FEI JUMPING EVENT CLASSIFICATION SYSTEM FORUM**
- 11:15      Coffee break presented by Eurostar
- 11:30**      **FEI FOOTING PROJECT FORUM**
- 13:15      Lunch presented by Eurostar
- 14:30**      **FEI SUSTAINABILITY PROGRAMME FORUM**
- 16:30      Coffee break presented by Pitch PR
- 16:45**      **FEI ONLINE ENTRY SYSTEM FORUM**
- 18:15      END
- 19:15      Visit of the Olympic Museum
- 20:00      OFFICIAL DINNER at the Olympic Museum presented by Jet Set Sports
- 22:00      END

**Tuesday 29 April 2014**

**09:00 - 17:00**

**IMD, M100 Auditorium**

- 08:15**      **REGISTRATION for the Extraordinary General Assembly (for NFs only)**
- 09:00**      **EXTRAORDINARY GENERAL ASSEMBLY**
- 10:00      Coffee break presented by Moroccan Royal Tour
- 10:30**      **ENDURANCE ROUND TABLE**
- 12:30      Lunch presented by Pitch PR
- 13:30**      **ALLTECH FEI WORLD EQUESTRIAN GAMES™ 2014, PROGRESS REPORT**
- 15:00      Coffee break presented by Pitch PR
- 15:15**      **VAULTING ROUND TABLE**
- 17:00      END
- 18:00      FAREWELL COCKTAIL supported by Alltech FEI World Equestrian Games™  
at FEI Headquarters, The HM King Hussein I Building
- 21:00      END



## MEETINGS & TOPICS

All meetings will be held at IMD, International Institute for Management Development, in the M100 Auditorium of the Maersk Mc-Kinney Moller Center, Ch. Bellerive 34, 1007 Lausanne. IMD is a seven-minute walk from the Mövenpick hotel.

The subjects that will be addressed during the FEI Sports Forum are:

Jumping Event Classification System, FEI Footing Project, FEI Sustainability Programme, FEI Online Entry System, Endurance, Alltech FEI World Equestrian Games<sup>TM</sup> 2014 progress report and Vaulting.

Below and on the following pages, you will find summaries of the FEI Sports Forum topics.

### FEI JUMPING EVENT CLASSIFICATION SYSTEM FORUM

In 2003, a star level system that graded events from one to five was created for CSIs. This system, which was later applied to CSIOs, graded events on the sole basis of the amount of prize money they offered. There were very few 5\* events at that time and it was assumed that the top riders would compete at the events with the highest amount of prize money. But the explosion of the number of 5\* events in recent years has again made it difficult to identify top events. In 2013, for example, 13 CSIO-5\* and 40 CSI-5\* events took place. But were they really all "top events"?

The concept of an event classification system was introduced in Jumping in 2010, with a long-term goal of evaluating all Jumping events according to a standardised "template" of objective criteria. When the concept was discussed at the inaugural Sports Forum, delegates agreed that in addition to the difficulty of identifying top events, the prize-money-only system did not encourage event organisers to improve their facilities, as excellence was not rewarded.

After some fine-tuning of the evaluation template, a new Event Classification System (ECS) was trialled in spring 2013 at Western European League events of the Longines FEI World Cup<sup>TM</sup> Jumping 2013 series. The system took into account all the factors that contribute to a top event, including the level of the competition and venue facilities.

The new system will provide useful feedback to organisers and aims to increase transparency within the sport by enabling the equestrian world and public to identify top events at a glance. It will be used this year to evaluate all CSIOs that have been selected for European Divisions 1 and 2 of the 2014 Furusiyya FEI Nations Cup<sup>TM</sup> Jumping series, as well as CSIOs that wish to be included in these Divisions in 2015.

John Madden, Chair of the FEI Jumping Committee, and Carl Spencer of KS&R, a market research provider, will present the current status of the ECS, which is based on information extracted from existing documents (Foreign Judge's Report, Veterinary Report, Draft Schedule, etc), with limited modifications to include key evaluation criteria. John Madden and Carl Spencer will show how the ECS will use various reporting routes for the FEI so that the data can be used for a variety of purposes and give events prompt and valuable feedback.

Among specific items to be presented will be the process of scoring an event, including paperwork carried out before, during and after each event, and the means by which organisers will be able to review their score prior to publication. John Madden will ask for feedback on certain elements of the ECS evaluation template, notably their importance (weighting) in the overall scoring of events. Input from all delegates will be very welcome.

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## FEI FOOTING PROJECT FORUM

Performance and safety are important aspects of all surfaces used for sport horses. Competition arenas are under specific demands as they must provide safety during the horse's maximum level of performance. This can be assumed to include high impact events that put high stresses on the horse's tissues. At the same time, the competition arena needs to be performance-allowing, possibly even performance-enhancing. This creates a need to dampen impact from the horse in order to prevent destructive effects on the horse's limbs. In addition, the surface needs to provide sufficient support in, for example, jump take-off and quick turns.

The Swedish University of Agricultural Sciences (SLU) initiated a research project in 2007 entitled "Evaluation of training and competition surfaces in equestrian sport, and the consequences for improved welfare and orthopaedic health of horses that use them". The research was financed by the FEI, World Horse Welfare and The Swedish Foundation for Equine Research. Its aims were to identify and evaluate the properties of commonly-used surfaces for training and competition in equestrian sports and develop a method suitable for field use for evaluating track surface properties. To achieve these aims, the research team developed a "mechanical hoof" with which they measured more than 400 competition and training surfaces and defined five objectively measurable factors (functional properties: surface firmness, cushioning, responsiveness, grip and uniformity) that can characterise surfaces.

With this as background and foundation, SLU undertook an investigation on behalf of the FEI during autumn 2013 with the aim of:

- 1) Defining the relationship between subjective evaluation of arena properties and the five measurable parameters, and;
- 2) Defining upper and lower acceptability limits for objective measurements of functional properties for main events.

This was done by measuring arena properties at ten 4 and 5\* events and simultaneously having the riders to grade the same properties subjectively.

The research team concluded that the subjective judgement of riders matches the objective measurements. It is now possible for them to recommend a range of measurements satisfying rider expectations for competition surfaces.

The FEI now has the tool to objectively characterise the functional properties of a competition arena. We have a basis for defining acceptable ranges for these different properties that could be used and applied in major events.

It should be emphasised that these ranges today would be based on rider preferences. As knowledge and experience increase, these ranges could be tuned towards desired goals concerning performance characteristics as well as demands on decreased risk of injury in relation to competition surfaces. It is imperative to understand that this has to be an evolutionary process based on a continuing measurement of arenas with correlation to quantification of desired outcomes.

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## FEI SUSTAINABILITY PROGRAMME FORUM

The term 'Sustainability' probably first came to public attention at the time of the Agenda 21 declaration of the 1992 UN Conference on Environment and Development. Agenda 21 was an action plan to be undertaken voluntarily in every area where humans impact the environment. It set the tone for the adoption of sustainability at mega events and in sport generally.

Sustainability is a broad term. In the context of sport it can be considered as efforts to minimise and offset negative impacts on the environment caused by events or the practice of sport and to create a positive economic and social impact.

Since the 1994 Lillehammer Olympic Games, organisers of mega sports events have increasingly adopted sustainability as an important component of their work. It is incorporated into each phase of event organisation – from bid documents and operations strategies through to the actual staging of an event.

Major sports events have a large environmental impact within a short timespan. Imagine, then, the impact caused by the numerous international, national, and regional events globally for individual sports. In FEI disciplines alone, there were 3,700 events in 2013!

Added to this is the huge impact of the sport equipment industry and the practice of sports for leisure.

Such a negative impact is a threat to all sports, especially ours, which is the only Olympic-level sport performed with one of the most beautiful creations of nature - the horse. The FEI's commitment to the welfare of the horse makes it our responsibility to take the first steps towards adopting and promoting sustainability. In doing so, we will contribute to preserving the healthy environment necessary for our horses and the sport itself.

During this session, an exciting vision of the FEI Sustainability Programme will be presented. A panel consisting of experts from sports, environmental organisations focused on sport, event organisers and impact assessment organisations will then discuss the importance of inculcating sustainability in the equestrian community and the challenges of doing so. We look forward to lively, well-informed discussions.

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## FEI ONLINE ENTRY SYSTEM FORUM

The FEI Online Entry System is a single platform that enables Organising Committees and National Federations to process the entries of athletes and horses and manage results more efficiently.

The project started in early 2012 with the encouragement of our Secretary General, Ingmar De Vos. That year, we communicated with many National Federations in order to establish their needs and to know what they wanted from such a system. We then developed a prototype of the FEI Online Entry System, which was made available to all National Federations in summer 2012 to enable them to provide as much feedback as possible.

On the basis of feedback received, we prepared the first version of the FEI Entry System. On 1 January 2013, we launched a six-month pilot phase of the Entry System for Jumping. Before and during this phase, we organised numerous online training sessions for National Federations and Organising Committees.

The FEI Entry System for Jumping became fully operational on 1 July 2013. Since then, all entries for FEI Jumping events worldwide have been made through the system.

The year 2013 saw the launch of the pilot phase for the FEI Entry System for Endurance in September, followed by its full launch on 1 October. The FEI Entry System for Endurance includes the management of qualifications for athletes and horses, as well as the verification of equine rest periods.

Dressage was the next step. A pilot phase began on 1 January 2014 and the full launch followed on 1 April. Throughout 2013, we organised online training sessions for the members of National Federations and Organising Committees and these will continue in 2014.

The next discipline will be Driving, later this year, and the system for Eventing is expected to be launched in early 2015. The FEI Online Entry System, which was designed to improve communications between event organisers, National Federations and the FEI, has been enthusiastically received by users. But a vast array of possibilities remain unexplored.

It has a huge potential to change the way equestrian events are managed that could benefit athletes, National Federations, officials and event organisers.

FEI Sports Forum delegates will be invited to speak about how the system has facilitated their work and to discuss ways in which it could be further improved. They will have a chance to exchange ideas about how event organisers can use the information in the system to manage various tasks, including stabling, catering and accommodation logistics. Another important objective of this forum is for all key players in this new process to brainstorm on how the FEI Online Entry System can be of use to athletes and event officials.

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## ENDURANCE ROUND TABLE

Endurance has grown to such an extent in the past decade that it has become the second biggest FEI discipline across the globe. With this incredible expansion, challenges have arisen, to which the FEI has sought solutions. The 2012 FEI General Assembly approved rule changes specifically designed to safeguard the welfare of horses competing in this discipline. Innovations included post-competition rest periods and the introduction of compulsory Endurance Treatment Veterinarians.

More recently, an Endurance Strategic Planning Group was formed to completely review the discipline. The group's report and proposals were submitted to the FEI Bureau early this year. In parallel, the FEI Endurance Technical Committee has drawn up proposals relating to the continuing rules review.

All these proposals will be presented at the FEI Sports Forum. For everybody involved in international Endurance, this is an important opportunity to play a role in planning and building the future of the discipline.

*Supporting documents for this Round Table are published here: <http://www.fei.org/fei/about-fei/sportsforum/2014>*

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## ALLTECH FEI WORLD EQUESTRIAN GAMES™ 2014 PROGRESS REPORT

The eyes of the equestrian world will this summer focus on the French region of Normandy, host of the Alltech FEI World Equestrian Games™ 2014. More than 500,000 visitors are expected in this equestrian heartland from 23 August to 7 September. They will watch 900 riders, drivers and vaulters compete at seven venues, manned by approximately 3000 volunteers. The words and images of some 1,200 journalists and 300 photographers will convey the excitement of the FEI's flagship event to the world.

Two members of the Organising Committee - Laurent Cellier, Sports Director, and Pauline Laidi, Head of Services to National Federations – will give FEI Sports Forum delegates a detailed update on preparations for the event. After a general introduction, they will report on the following themes: organisation/structure, timetable, competition venues, logistics, accreditations, entries, communication and key dates. Their progress report will be followed by a question and answer session.

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### VAULTING ROUND TABLE

The huge, enthusiastic crowd of spectators at February's FEI World Cup™ Vaulting Final and the artistry they applauded confirmed that this is a discipline with a bright future. The series has catapulted new equestrian stars onto the world stage, while the number of FEI Vaulting competitions in general has increased by more than 300 per cent since 2012.

The discipline's evolution over the past couple of years and objectives for the future will be examined at the Sports Forum, where delegates will also be invited to discuss FEI Rules for Vaulting. These are undergoing their first full review since 2011 and the new rules for 2015 will be put to the vote at November's FEI General Assembly.

How can the FEI make Vaulting easier to understand and open it to more countries? That is the big question that will be debated through an exploration of competition formats, tests and scoring. Horse welfare will be high on the agenda too, with the presentation of a new project revolving around Vaulting equipment.

*Supporting documents for this Round Table are published here: <http://www.fei.org/fei/about-fei/sportsforum/2014>*

## BIOGRAPHIES

### **HRH Princess Haya Al Hussein** **FEI President**

*SportBusiness International* magazine called Princess Haya "one of the most effective and energetic leaders of world sport". Her work with the FEI, the International Olympic Committee (IOC) and other sport organisations is a labour of love with a long history.

Sport has been a dominant part of Princess Haya's life since she discovered gymnastics at age six. She trained tirelessly for several years before heeding advice from her father, HM Late King Hussein Bin Talal of Jordan, and taking up riding. Her decision ignited a lifelong passion.

Her interest in equestrian sport led to a string of "firsts". At age 13, Princess Haya became the first female to represent Jordan internationally in Jumping. In 1992, she won an Individual Bronze Medal in the Pan-Arab Equestrian Games, becoming the only female to have won a Pan-Arab medal in equestrian sport. Additionally, she was the first Jordanian athlete to turn professional, signing a commercial contract with the Italian designer Loro Piana in May 2000.

In 1994, Princess Haya became athlete director of 'Team Harmony', a group of international show-jumping horses. Between 1995 and 2002, Team Harmony won 36 international classes, eight national Grand Prix, seven International Grand Prix, and one Volvo World Cup Qualifier.

The Spanish Equestrian Federation named Princess Haya the Equestrian Personality of the Year in 1996, when she was just 22 years old.

In 2000, Princess Haya fulfilled a lifelong dream by competing in Jumping at the Sydney Olympic Games, where she had the honour of serving as Jordan's flag bearer during the Opening Ceremony.

Princess Haya competed for Jordan in the FEI World Equestrian Games<sup>TM</sup> 2002 in Jerez, Spain. She was the first Arab woman to qualify for and compete in an equestrian world championship.

Princess Haya became President of the FEI in 2006 (and was re-elected in 2010) and joined the IOC a year later. Her work with both organisations is motivated by her love of equestrian sport and her belief that sport improves lives, empowers women, and breaks down barriers between people and nations.

Princess Haya served on the IOC Athletes' Commission from 2005 to 2010. In 2013, she was reappointed as a member of the IOC Commission for Culture and Olympic Education and the IOC International Relations Commission, which she has served on since 2010.

She was presented with the Guirlande d'Honneur (the Laurel Wreath) and 'Celebrity of the Year Award' by the Milan International FICTS Festival in 2006 in recognition of her leading role as an international athlete and President of the FEI, as well as for her meaningful promotion of cultural and ethical values, and the image of sport.

**Richard Nicoll (USA)**  
**FEI Sports Forum Moderator**

Richard Nicoll has held the role of FEI Sports Forum Moderator with talent, diplomacy and good humour since the inaugural event in 2012. He is a respected Technical Delegate and Course Designer whose skills have been demonstrated at several Driving World Championships, including the Alltech FEI World Equestrian Games™ in 2010. Richard was an FEI Executive Board Member until 2011 and served two terms as Chair of the FEI Driving Committee. For the past 27 years, he has worked as director of the Coach & Livestock Department for the Colonial Williamsburg Foundation (USA), the largest living history museum in the world.

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## **FEI JUMPING EVENT CLASSIFICATION SYSTEM FORUM**

### **KEYNOTE SPEAKER**

**John Madden (USA)**  
**Chair FEI Jumping Committee**

John Madden is the owner and founder of John Madden Sales Inc., a company that buys, sells and trains horses of all age and experience levels and trains riders for high-level competition. He has trained riders for four Olympic Games, as well as for multiple FEI World Cup™ Finals and FEI World Equestrian Games™. John has served on various USEF committees and is Chairman of the USEF computer list task force. In 1998, he co-founded and operated the CSI-5\* San Juan Capisuan and, from 2002 to 2010, he was Chairman of the Board of the Syracuse Invitational Sporthorse Tournament. He is a member of the board of directors of the Upperville Horse Show and became Chairman of the FEI Jumping Committee in 2011, the year he joined the FEI Executive Board.

### **PANELLISTS**

**Ludger Beerbaum (GER)**  
**Four-time Olympic gold medallist Jumping rider**

Ludger Beerbaum's equestrian path has been strewn with medals and distinctions. He started riding in 1971, became Germany's Junior Vice-Champion in 1981 and went on to clock up a record nine German Championship victories. He contributed to Germany's team golds at the Olympic Games in Seoul (1988), Atlanta (1996) and Sydney (2000), claiming individual silver at the Barcelona 1992 Olympics along the way. In addition to winning the FEI World Cup Final™ 1993, Ludger Beerbaum has won his place on the podiums of numerous European and World Championships and has regularly held the number one position in world rankings.

Riders and horses from all over the world are trained at Ludger's stables in Riesenbeck, where he takes as much pleasure in inspiring his team as winning himself.

## FEI JUMPING EVENT CLASSIFICATION SYSTEM FORUM

### PANELLISTS

**Peter Bollen (BEL)**  
**President of the International Equestrian Organisers Association**  
**Equine Nutritionist**

Peter Bollen graduated as an Agricultural Engineer specialised in Equine Nutrition. He founded the company Nutriquine in 2003 and is General Manager of the brand Cavalor, which is sold in more than 50 countries. Important roles he has held in parallel include those of President of the European Equine Health and Nutrition Congress and Secretary General of the Alliance of Jumping Organisers. He is equine nutritionist for an impressive list of top riders and at the Alltech FEI World Equestrian Games<sup>TM</sup> in Kentucky, he was Team Nutritionist for the Saudi and Spanish teams as well as for many individual athletes. From 1989 to 2013, he was General Secretary of the Board and Sports Director of the CSIW/CDIW/CAIW Mechelen. He has held various positions – including Sports Director, Show Director and Sports Advisor – at numerous top equestrian events.

**Juan-Carlos Capelli (ITA)**  
**Vice-President and Head of International Marketing of Longines**

Born into an Italian-Spanish family in Switzerland, Juan-Carlos Capelli grew up in a multicultural environment that developed his curiosity for other countries and cultures. He spent his childhood in Tramelan in the "Jura Bernois", a region almost entirely devoted to the watchmaking industry. In 1990, after an apprenticeship in Tramelan, Juan-Carlos Capelli started his career at the Compagnie des Montres Longines Francillon SA in Saint-Imier (a few kilometres away from his home town), in the Communication department. During his many years with Longines, Juan-Carlos Capelli has explored almost all areas of Marketing, from events to advertising. In 2000, he graduated as Federally Certified Marketing Specialist. He became a member of the Enlarged Direction of Longines in 2002, and, the same year, was appointed as Advertising Manager. In 2007, further to his long and successful career in communication, Juan-Carlos became Longines' Head of International Marketing and a Member of the Longines Management Board. Finally, he was appointed Vice-President in 2010.

**Jacky Delapierre (SUI)**  
**Founder and CEO of Athletissima**

Jacky Delapierre is the founder and head of Athletissima, Lausanne's annual athletics sporting event. Athletissima is part of the Diamond League and its participants include Olympic gold medallists such as Usain Bolt. Jacky Delapierre is a former Swiss junior champion over 800 meters and a member of the Swiss National Athletics Team. He lectures at the Lausanne-based International Academy of Sport Science and Technology (AISTS) and Swiss Federal Institute of Technology (EPFL) and is a member of various committees related to the International Association of Athletics Federations (IAAF). Jacky Delapierre also has a commercial background and is Regional Director of the insurance company Vaudoise Assurances.

**Jon Doney (GBR)**  
**FEI Official**

Jon Doney began course designing in the 1960s and was appointed to the National Panel in 1969. This marked the beginning of a long involvement with the British Showjumping Association that would see him become senior course designer and supervise national course builders' training over many years. In the 1990s, he was appointed Registrar of Judges, which was followed by his appointment to the FEI Course Designers' Panel (1978) and the FEI Judges' Panel (1991). He is the only person to date to have achieved official international status for both course designing and judging.

Jon has been involved in many major events including three FEI World Equestrian Games™ (as Course Designer, Technical Delegate and President of the Ground Jury); two FEI European Championships (as Course Designer and Technical Delegate) and the London 2012 Olympic Games (as member of the Ground Jury). At the Alltech FEI World Equestrian Games™ 2014 in Normandy, he will once again assume the role of Technical Delegate.

Jon is the recipient of several awards, including the BEF Medal of Honour, the BSJA Award for Services to Show Jumping the British Eventing Award for services to Eventing and the British Equestrian Writers Association's Liz Dudden Trophy for the Horse of the Year Show.

### **Carl Spencer (USA)** **Management and Market Research Consultant**

Carl Spencer is a management and market research consultant with 35 years of experience in designing management systems and supporting research for major corporations and national associations. His areas of expertise include client feedback systems, customer satisfaction research, feasibility studies and global tracking systems. His principal offices are in Marcellus and Syracuse, New York.

Carl was a founding partner in KS&R, Inc. and continues as a director and shareholder. KS&R maintains offices in Georgia, Germany (Frankfurt), Washington, DC and New Jersey. Major corporate clients include Microsoft, Cisco, IBM, and AT&T. Major national non-profit clients include American Red Cross Headquarters (Washington, DC), and American Association of Homes and Services for the Aged (Washington, DC).

Carl Spencer has held public sector positions with local and state government in public finance, housing and health. He has been involved with the North American Event Classification System (ECS) since 2010 in developing the overall design, including supporting worksheets and questionnaires, scorecards, and reporting. He has also been an advisor in the design and documentation of the preliminary FEI ECS system.

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## **FEI FOOTING PROJECT FORUM**

### **KEYNOTE SPEAKER**

#### **Prof. Lars Roepstorff (SWE)** **Professor of Equine Functional Anatomy** **Swedish University of Agricultural Sciences**

Professor Lars Roepstorff graduated as a veterinary surgeon in 1985. He has practised as an equine clinician both in private practice at different clinics and at the Swedish University of Agricultural Sciences (SLU), where he also headed the department of Equine Studies. Professor Roepstorff has worked closely with equestrian sports through assignments such as National Team Veterinarian and lecturer in the continuing education of professional trainers. His scientific work, which comprises more than 50 scientific papers, has focused on biomechanical studies of equine locomotion with the overall aim to improve health and soundness. Professor Roepstorff has been involved as a supervisor in 11 PhD projects and more than 50 bachelor/master theses within the veterinary, animal husbandry, equine studies and engineering programmes and examined an equal number of student theses. He was chairman of the international committee for ICEL 2012 (International conference on Canine and Equine Locomotion) and has been a presenter and invited speaker on numerous scientific and sports conferences around the world. In 2011 he became Professor of Equine Functional anatomy and is today working with applied biomechanics in three different areas: development of tools for objective equine lameness diagnostics, horse-rider interaction and equine footings.

## FEI FOOTING PROJECT FORUM

### PANELLISTS

**Athlete: Ludger Beerbaum (GER)**  
**Four-time Olympic gold medallist Jumping rider**

Please see Ludger Beerbaum's biography in the FEI Jumping Event Classification System Forum section of this programme.

**Oliver Hoberg (GER)**  
**Footing Consultant**

While studying biology at the University of Bremen, Oliver Hoberg helped set up the Deutschland Halle in Berlin for the 1991 CHI, where he met Hermann Duckek, a famous builder of equestrian arenas worldwide. He assisted Hermann at other shows and was introduced to his Swiss partner Anton "Toni" Waser. They worked together on the footing of the CSI 5\* in Zurich and Oliver learned a great deal from about construction, materials and the basic engineering design of arenas.

Oliver Hoberg set up his own business in 1998. His first major event was the FEI World Equestrian Games<sup>TM</sup> 1998 in Rome, where he was responsible for the mixing and maintenance of the footing material. The first footing project for which he was fully responsible was the FEI World Cup Final<sup>TM</sup> 2003 in Las Vegas. Since that much-praised project, Oliver has worked for numerous championships and international events, including the Hong Kong 2008 Olympic Games, where he was in charge of the entire footing and arena design. At the London 2012 Olympics, he held the role of official FEI Footing Expert. Oliver Hoberg lives in Germany and Malaysia and is currently working on the footing design and maintenance for the Nanjing 2014 Youth Olympic Games.

**Frank Kemperman (NED)**  
**Chair, FEI Dressage Committee**

Frank Kemperman is General Manager and Sports Director of Aachen-Laurensberger Rennverein, the organiser of the World Equestrian Festival CHIO Aachen (GER). He has extensive experience as a sports director at events in Germany, The Netherlands, Belgium, Luxembourg, France and Italy. He has also held the role of Sports Director at national, European and World Championships in Jumping, Dressage and Vaulting. He was Sports Director for the FEI World Equestrian Games<sup>TM</sup> 1994 in The Hague (NED) and in 2006 in Aachen. At the Aachen Games, he combined this position with the roles of General Manager and Member of the Executive Office.

Frank's many other important roles in equestrian sport have included those of General Secretary of the Alliance of Jumping Organisers (AJO) and General secretary of the International Equestrian Organisers Alliance. He was a member of the FEI Jumping Committee from 2006-2010 and Chairman of the FEI Dressage Task Force Group in 2009. He is Chair of the FEI Dressage Committee.

**John McEwen, MBE (GBR)**  
**FEI 1st Vice-President/Chair FEI Veterinary Committee**

John McEwen qualified as a Veterinary Surgeon at Glasgow University and has been in equine veterinary practice for 43 years. He has extensive experience in many disciplines as a Team Veterinarian and has worked at eight Olympic Games.

John served as Vice Chairman of the FEI Veterinary Committee from 1999 to 2003, was elected Chairman in 2006 and re-elected in 2010, the year he became FEI 1st Vice-President. He has lectured internationally on subjects such as medication, transport and the preparation of horses for competition and is member of the Veterinary Advisory Committee of World Horse Welfare. He is the author of several publications related to equine medicine.

## FEI SUSTAINABILITY PROGRAMME

### KEYNOTE SPEAKER

**Dr Harald Müller (GER)**  
**FEI Director, Education & Standards**

Dr Harald Müller graduated from the German Sport University in Cologne (DSHS) in 1988 and received his doctorate in sociology from the Eberhard-Karls University Tübingen (Germany) in 2004. His major research focus is on the interdependency of sport and developing societies. Dr Müller has written several technical publications in the area of training theory, didactics and biomechanics. At the DSHS he was senior lecturer in athletics and weightlifting. Harald worked for many years as head of education at the International Federation of Athletics Federations (IAAF) in Monaco before joining the FEI in 2007.

### PANELLISTS

**Steve Aeschlimann (SUI/ITA)**  
**Executive Director, Operations, Fédération Internationale de Motocyclisme (FIM)**

As Executive Director, Operations at the Fédération Internationale du Motocyclisme (FIM), Steve Aeschlimann leads all the organisation's Social Responsibility initiatives including those concerning the environment. The FIM was the very first International Sports Federation to develop and promote an Environmental Code back in the 90s and, more recently, to enter into an innovative partnership with the United Nations Environmental Programme (UNEP).

A former Finance Director in the telecom industry and strategy consultant with McKinsey & Company, Steve decided a few years ago to leave the "corporate world" to take on a leadership position in the sports world, convinced that this was an area where he could have a real impact on people's lives. He believes that sport, especially through its high profile athletes, is a very powerful channel for educating young people and developing new behaviours globally. His taste for a challenge led him to choose the Motorcycling Federation to 'walk the green talk'. Faced with a real threat to the survival of its off-road competitions, the FIM understood quite early the importance of including the environmental dimension in its activities. It turned a potential threat into an opportunity to play a leading role as an environmentally responsible Sports Federation.

**Denis Bochatay (SUI)**  
**Project Manager, Quantis**

Denis Bochatay is an expert in sustainability and environment. After working for five years at a company specialised in sustainable sport development, Denis joined Quantis, an international company based in Switzerland, France, Canada and the United States. The work of Quantis consists of assessing the environmental impacts of products, services, events or organisation and finding eco-friendly solutions.

At Quantis, Denis is the Sales Manager for Western Switzerland and is also in charge of projects related to sport events or sporting goods. This activity has led him to work for various international sport events, including horse shows, athletics and football competitions, as well as multi-sport events such as the Summer and Winter Olympics. He works also for local and popular events and regularly contributes to the training or education of NGOs and students active in the field of sports.

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## FEI SUSTAINABILITY PROGRAMME

### PANELLISTS

#### **Jeremy Edwards (AUS)**

**General Manager, Baku 2015 European Games Operation Committee**

For more than 14 years, Jeremy Edwards has combined his specialised knowledge of venues and events with his broad range of financial, logistical, procurement and project management skills. He has successfully created and managed complex, high profile venues around the globe. He was Venue Manager for the 2012 London Olympic and Paralympic Games and the 2010 Singapore Youth Olympic Games, as well as Equestrian Site Manager for the 2008 Beijing Olympic Games. He also worked for the Sydney 2000 Olympic Games as Procurement and Logistics Manager, a role that notably involved coordinating the biggest movement of horses in Australia's history.

#### **Simon Lewis (GBR)**

**Founder, Team Planet**

In January 2014, Simon Lewis set up Team Planet ([teamplanetsport.com](http://teamplanetsport.com)), a specialist consultancy providing sustainability advice to sport. Team Planet is for organisations across the business of sport that are getting to grips with sustainability requirements, as well as those in the sector looking to gain benefits by doing sustainability well. Before Team Planet, Simon spent 12 years at the global conservation organisation WWF. Latterly, he led WWF network engagements with sport, establishing partnerships and initiatives to address sport's impact on the planet and to develop sustainable legacy projects through sport. From 2004 to 2012 WWF's development of the 'One Planet 2012' programme with LOCOG and the London 2012 Olympic Games was a key focus. Simon's previous employment includes the education charity Learning through Landscapes and the Natural History Museum in London.

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## FEI ONLINE ENTRY SYSTEM

### KEYNOTE SPEAKER

#### **Gaspard Dufour**

**FEI IT Manager**

Gaspard Dufour is an IT engineer with a passion for the equestrian world. After graduating from university, he worked for a Geneva-based internet service provider. He joined the FEI in 2011 as IT Business Analyst, then took on his current role as IT Manager. His major projects have included the full re-design of the FEI's main IT application, FEI Database; the development of an online examination solution for FEI Treating Veterinarians and the development of the smartphone application FEI Meet App. He has led the FEI Online Entry System project since its beginning.

In addition to competing in Jumping competitions since the age of 10, Gaspard is a National Jumping Judge in his native France, where he also organises Jumping events.

## FEI ONLINE ENTRY SYSTEM

### PANELLISTS

**Peter Bollen (BEL)**  
**President of the International Equestrian Organisers Association**  
**Equine Nutritionist**

Please see Peter Bollen's biography in the Event Classification System Forum section of this programme.

**Stephan Ellenbruch (GER)**  
**FEI Jumping Committee Member**

Stephan Ellenbruch has held numerous roles in Dressage and Jumping. After competing nationally in both disciplines until 1985, he combined judging at national Dressage and Jumping events with course designing. In 2000, he became an FEI Jumping Judge, rising through the ranks to become an Official International Judge (Level 4) ten years later. Stephan has presided Ground Juries at major events, including CSIO-5\* Aachen (since 2009), European Championships and the London 2012 Olympic Games. He has also worked as Foreign Judge, Member of the Ground Jury and President of the Appeal Committee at big events in Europe, Asia and the Middle East.

Stephan is involved in the education of FEI Officials through his role as FEI Course Director for Jumping Judges. He has been President of the International Show Jumping Officials Club since 2010 and was elected onto the FEI Jumping Committee at the FEI General Assembly 2012.

**Justin Provost (USA)**  
**USEF Director of Information Technology**

Justin Provost has been working for the United States Equestrian Federation (USEF) since 1998, when the then AHSA moved from New York City to Lexington, Kentucky. Starting out as a Programmer, promoted to Assistant Director, then to Director of Information Technology, Justin has been involved in all the major technological advancements that the USEF has brought to the sport. Under his leadership, the IT department has grown from a three-person department to a 14-person department, providing services ranging from daily systems programming and management to supporting the many USEF strategic initiatives that rely on IT solutions. The USEF IT department has also evolved into a profit centre providing IT services to organisations such as United States Hunter Jumper Association, United States Pony Club and American Saddlebred Horse Association, to name a few. As IT Director, Justin is part of the team that has worked to integrate the FEI Online Entry system into the USEF systems. Justin holds a MS in Computer Science from the University of Kentucky as well as BS in Computer Science, BA in Mathematics from Georgetown College.

**Andreas Steidle (GER)**  
**Founder of Equinis and creator of the HippoBase online entry system**

Andreas Steidle was born into an equestrian family in southern Germany and started to ride at the age of 10. He later studied computer science at the ETH Zürich and HTWG Konstanz.

During a sabbatical year in Spain, Andreas worked as a volunteer in the office of the FEI World Equestrian Games™ in Jerez de la Frontera, where he became aware of the shortcomings of the computer systems and the organisation of accreditations. In 2003, he started programming the HippoBase online entry and event management system, which was used for the first time at the FEI European Jumping Championships in Donaueschingen later that year. Over time, the software was extended to incorporate Organising Committee functions for managing accommodation and accreditation and the system became popular

at major international shows. The Aachen Organising Committee of the FEI World Equestrian Games™ 2006 used the system, and continues to do so for its CHIO. A special add-on to HippoBase, which was created for Peden Bloodstock for managing equine flights for the Hong Kong Olympic Games, was used to an even greater extent during preparations for the Alltech FEI World Equestrian Games™ 2010 in Kentucky. Today, approximately 40 international shows each year use HippoBase, either by itself or as an extension to the FEI Entry System. Since 2009, Equinis' solutions for creating photo accreditations are used by equestrian events in more than 10 countries, including the host nations of several FEI Championships in various disciplines.

In addition to providing consulting and IT services for equestrian events, Andreas Steidle runs an equestrian centre specialised in the training of Grand Prix level Dressage horses with his wife Isabelle.

## OTHER PANELLISTS

**Aurélien Jost (SUI) / Swiss Timing**  
**Pascal Rossier (SUI) / Swiss Timing**

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## ENDURANCE ROUND TABLE

**Brian Sheahan (AUS)**  
**Chair, FEI Endurance Committee**

Brian Sheahan has been Principal of Samford Valley Veterinary Hospital since 1976 and is currently in full-time equine practice. He began officiating as a veterinarian at Endurance events in 1975 and has notably acted as Head Veterinarian for the Tom Quilty Gold Cup 160km Championship (AUS) six times. In addition, Brian has worked as Chef d'Equipe for Australian Endurance Teams – including the bronze medal-winning team at the FEI World Equestrian Games™ 2002. He has also been Course Director for the FEI and the Australian Endurance Riders Association.

In 2008, Brian was elected onto the Endurance Committee Member, which he has chaired since 2012.

**Ian Williams (GBR)**  
**FEI Director Endurance**

Ian Williams has been active in Endurance for more than 20 years. From taking part in the discipline himself with his wife and daughter, he became Chef d'Equipe for Team GB and then an FEI Official.

Before becoming involved in Endurance, Ian was a Director of a global service organisation. He lived and worked in Asia, Australasia and the Middle East and travelled extensively throughout the world.

Ian joined the FEI 11 years ago as a Sports Director. He has been responsible for Endurance since 2003.

## PANELLISTS/MEMBERS OF THE FEI ENDURANCE COMMITTEE

**Dr Khalid Ahmed Hasan (BRN)**  
**Jaume Puntí Dachs (ESP)**  
**John Robertson (GBR)**

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## ALLTECH FEI WORLD EQUESTRIAN GAMES™ 2014 PROGRESS REPORT

### **Laurent Cellier (FRA)**

#### **Sports Director, Alltech FEI World Equestrian Games™**

Laurent Cellier officially took on the role of Sports Director of the Alltech FEI World Equestrian Games™ 2014 in January 2012. A recognised professional of the equine world, Laurent is also a qualified sports coach and trainer of sports coaches. He was Technical Director for the French Equestrian National Federation before working as Regional Technical Adviser for equestrian activities at the head of the Regional Sports Governing Body in Reims. He worked for two years as a sports inspector for the same body in Lyons. Before Laurent joined the Normandy Organising Committee, he was Managing Director of the local governing body of Riom-Limagne, in the region of Auvergne.

As Sports Director of the Alltech FEI World Equestrian Games™, Laurent is in charge of the overall organisation of the competitions, along with the logistics and planning teams.

### **Pauline Laïdi (FRA)**

#### **Head of Services to National Federations, Alltech FEI World Equestrian Games™**

Pauline Laïdi joined the Normandy 2014 Organising Committee in January 2013 as head of National Federation Services. She previously worked for the London 2012 Olympic Games within the Fleet Transport Team and managed the marketing rights of the European Swimming League. Pauline's role is to liaise between the Organising Committee and National Federations to help the latter to manage logistical aspects such as accommodation, transport, accreditations and also sports administration. Her mission is to ensure that the Federations can focus their energies solely on the competitions during the Games.

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## VAULTING ROUND TABLE

### **Emma Garrod Seely (USA)** **Chair, Vaulting Committee**

Vaulting was a brand-new discipline in the USA when Emma Garrod Seely took it up in California at the age of 10. She began competing in 1969 and became a member of the American Vaulting Association two years later. Emma started coaching in 1977 and became the Head Coach of vaulters and horses at Mount Eden Vaulting Club in Saratoga, California. She has accompanied squads and individual competitors to Canada, South America and Europe and held clinics on five continents. Since 1988, Emma has coached numerous athletes for European and World Championships and had the pleasure of seeing nine of them on the podiums of the latter.

Emma has served as Chef d'Equipe at European Championships and FEI World Equestrian Games<sup>TM</sup>. Since 1984, she has competed as a lunger, notably at the FEI World Championships 2000 and the Alltech FEI World Equestrian Games<sup>TM</sup> 2010.

In 2005, Emma joined the FEI Vaulting Committee, which she has chaired since 2008.

### **Bettina de Rham (NED/SUI)** **FEI Director Driving, Vaulting & Reining**

Bettina de Rham was promoted to her current position at the beginning of 2013 after five years in the FEI Non-Olympic Sports department, first as Coordinator, then as Manager. Her experience has given her a thorough knowledge of all aspects of Driving, Vaulting, Reining and Endurance. Bettina graduated in 1994 from the prestigious Ecole hôtelière de Lausanne, where she later held management roles. She is a keen rider and competes in regional Eventing and Jumping events.

## PANELLISTS/MEMBERS OF THE FEI VAULTING COMMITTEE

**Gaby Benz (ITA)**  
**Erich Breiter (AUT)**  
**John Eccles (GBR)**  
**Ulla Ramge (GER)**



## HOTELS

### MÖVENPICK HOTEL LAUSANNE

Avenue de Rhodanie 4  
1006 Lausanne, Switzerland

[www.moevenpick-lausanne.com](http://www.moevenpick-lausanne.com)

**Room price per night:**

Standard Single & Double occupancy:  
CHF 235.- (incl. Wi-Fi & VAT)

**Supplements:**

Continental breakfast:  
CHF 25.- per person / per day

Buffet breakfast:  
CHF 35.- per person / per day

Rooms are available from 14:00 on arrival date.  
Checkout at 12:00.

**All meetings will be held at IMD,  
a seven-minute walk from Mövenpick Hotel.**

### HOTEL AU LAC

Place de la Navigation 4  
1006 Lausanne, Switzerland

[www.aulac.ch](http://www.aulac.ch)

**Room price per night:**

Standard Single occupancy:  
CHF 145.- (incl. breakfast, Wi-Fi & VAT)

Standard Double occupancy:  
CHF 180.- (incl. breakfast, Wi-Fi & VAT)

Rooms are available from 14:00 on arrival date.  
Checkout at 12:00.

**The hotel Au Lac is a ten-minute walk from IMD.**

**IMPORTANT  
HOTELS APPLY A STRICT NO SHOW POLICY.**

**A CREDIT CARD NUMBER IS MANDATORY TO GUARANTEE YOUR HOTEL RESERVATION AND TO CONFIRM YOUR  
ONLINE REGISTRATION.**

## FEI MEETAPP



FEI MeetApp is the official online application of the FEI Sports Forum and FEI General Assembly. The App is available on smartphones and tablets and can be downloaded from the Apple Store, Google Play and Windows Phone Store.

## LUNCHEES & DINNERS

Lunches on 28 and 29 April will take place at IMD.

On 28 April, the FEI has the pleasure of inviting all attendees to the Olympic Museum, where the FEI official dinner will be hosted. From 19:15, our guests will have the possibility of visiting the newly renovated Olympic Museum before dinner at 20.00.  
*Dress code: cocktail/lounge suit.*

On 29 April, a farewell cocktail will be held at the FEI Headquarters, the HM King Hussein I Building, to close the third edition of the FEI Sports Forum.  
*Dress code: business attire*

## VISA REQUIREMENTS/TRAVEL

Please find below the list of countries that **NEED A VISA** to enter Switzerland, classified by Regional Group.

Group I	Turkey
Group II	None
Group III	All countries need a visa
Group IV	Haiti, Jamaica, Trinidad & Tobago
Group V	Colombia, Cuba, Dominican Republic
Group VI	Bolivia, Ecuador, Peru
Group VII	All countries need a visa
Group VIII	Cambodia, China, India, Indonesia, Korea, Mongolia, Myanmar, Philippines, Sri Lanka, Thailand
Group IX	All countries need a visa

For more information regarding the visa to Switzerland, please visit the official website of the Swiss Confederation or contact your respective Consulate/Embassy:

[http://www.bfm.admin.ch/content/bfm/en/home/themen/einreise/faq.0003.html#a\\_0003](http://www.bfm.admin.ch/content/bfm/en/home/themen/einreise/faq.0003.html#a_0003)

Participants requiring an official invitation letter from the FEI can contact the FEI HQ directly at [feisportsforum@fei.org](mailto:feisportsforum@fei.org)

# TRANSPORT TO/IN LAUSANNE

## JOURNEY TO LAUSANNE

### From Geneva airport:

Please take the train at Geneva airport; the station is a five-minute walk from the arrival terminal. The journey to Lausanne station will take 45 minutes. Once in Lausanne, you can take the metro M2 to the Hotel, (direction Ouchy). Please descend at Ouchy, which is the last stop.

### From Zurich airport:

Please take the train at Zurich airport. The station is a five-minute walk from the arrival terminal. The trip will take 2 ½ hours to Lausanne station. Once in Lausanne, you can take the metro M2 to the hotel, (direction Ouchy). Please descend at Ouchy, which is the last stop.



Lausanne Metro M2



Lausanne Train station



Hôtel Mövenpick \*\*\*\*  
Hotel Au Lac\*\*\*



FEI HQ



IMD, Congress Venue



Olympic Museum

### Lausanne Transport Card

Guests will receive, free of charge, a Lausanne Transport Card for unrestricted travel on all public transport services in the city (bus, train, metro). Visitors will receive this personalised card from the hotel on arrival. The card is valid for the duration of the hotel reservation, including the arrival and departure days.

## CONTACT PERSONS

For any further information, please contact:

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THE FEI SINCERELY THANKS



 **PITCH**





