



## Sismo '84 : An Impressive Programme

The organisers of the International Symposium on Sport, Medias and Olympism (SISMO) - The International Olympic Committee, the European Broadcasting Union, the Société Suisse Romande and the Ville de Lausanne - have prepared an impressive programme for this event which will be held in Lausanne from 23rd to 28th November 1984.

During six conferences given by leading personalities from the whole world, the purpose of this symposium will be to discuss the acute problems of the IOC, the sports federations, the medias, the sponsors and the sportsmen themselves, which arise in most major sports events, in the Olympic Games especially.

The topics discussed will be the following :

1. Organisation and required facilities.
2. Cost, financing, organisation's income and juridical implications.
3. Timetable discordance for the transmission of events. Role of the radio and television commentator.
4. Beneficiaries of sports broadcasts.

5. Prospects and tendencies
6. General report.

Each Session will have its president and rapporteur. Among the speakers already announced, the following names are to be mentioned : Willi Daume, President of the NOC of Germany and IOC Member, Joao Havelange, President of the International Federation of Association Football, Marc Hodler, President of the International Skiing Federation and of the International Assembly of Winter sports Federations, Peter Ueberroth, President of the Organising Committee of the Games of the XXIIIrd Olympiad in Los Angeles, Primo Nebiolo, President of the International Amateur Athletic Federation and of the Association of Summer Olympic International Federations, Horst Dassler, President of Adidas, Jean Drapeau, Mayor of Montreal, Marvin Bader, Vice-President of ABC.

The debates in Lausanne will be very important for the future of the major sports events and their transmission in the world.

It is thus essential to draw directive lines in the interest of sport itself and this is what Sismo '84 will be attempting to do this autumn in Lausanne.