

2010 Today Discussion Starters Directory (NOW IN DEVELOPMENT)

(each sub-theme topic includes one or more 2-page 2010 Today Discussion Starters resources)

A The Olympics: the Movement, History & Values	B The Olympics: The IOC, the IPC & the Sports World	C The Olympics: 2010 Management, Organization & Logistics	D The Olympics: Host Community Legacies & Sustainability			E The Olympics: Art, Culture & Design
			D1 Business & Tourism/ Hospitality	D2 Environment	D3 Society & Community	
A.1 A History of the Olympics	B.1 The IOC & the Philosophy of O.lympism	C.1 The Role of VANOC: Event Manager for the 2010 Games	D1.1 The Games: Economic Issues and Impacts	D2.1 The VANOC Sustainability Plan: Breaking New Ground	D3.1 The Games: Social issues and Impacts	E.1 The Games: Architecture and Urban Planning
A.2 Politics and the Olympics	B.2 The IPC and the Paralympic Games	C.2 Staffing and Volunteer Management	D1.2 <i>Canadian Tourism Commission</i> (Canada) Marketing Strategies	D2.2 The Games: Environmentally Issues and Impacts	D3.2 Aboriginal Participation in the Games	E.2 Literature, Creativity and the Games
A.3 Lessons Learned from Previous Games & Host Communities	B.3 Hosting the Games: Application and Selection	C.3 The Torch Relay and Games Celebrations	D1.3 <i>Tourism 2010</i> (BC) : Innovative Marketing and Visitor Services Strategies	D2.3 A Carbon Neutral Games	D3.3 Healthy Lifestyles and Participation in Sports	E.3 Art, Design and the Games
		C.4 The Venues: Features and Issues	D1.4 Branding, Merchandizing & Retail Sales			E.4 The Cultural Olympiad
	B.4 Budgeting and Financing the Games	C.5 Accessibility and the Games	D1.5 Technology and the Games			D3.4 Host Community Legacies
A.4 The Olympic Symbols & What They Mean	B.5 Sponsorship, Branding and the Games	C.6 Media, Broadcasting, Communication and the Games	D1.6 SME Business Opportunities	D3.5 Cultural Legacies		
	B.6 Meeting the Needs of Athletes	C.7 Hospitality Logistics and Issues	D1.7 Lotteries, Ticketing and Revenue Generation	<p><i>The Paralympic and Olympic Games are acknowledged equally in 2010 Today Discussion Starters and are incorporated throughout many sub-themes in addition to B-2</i></p>	<p>D3-5 Education and the Games: Research and Knowledge Exchange</p>	
	B.7 The Role of NOC's and Sports Federations	C.8 Transportation Logistics and Issues	D1.8 The Athletes Villages: Infrastructure Development			
	B.8 The Difference: Summer and Winter Games	C.9 Security/Safety Logistics and Issues	D1.9 Economic Benefits: Beyond the Host Community			
	B.9 Doping and the Olympics					
	B.10 Science, Technology & the Games					

