

QUICK GUIDE

1. Go through the association's and the destination's purpose & ambition with this event? What does success look like 5–10 years down the line? What should the event achieve?
2. Go through the wider societal opportunities and focus areas the event addresses, and talk about their relevance and value to the local and global communities.
3. Go through the resources the event makes available to the local or global communities.
4. Go through the typical ways in which events can make a lasting impact on local and global communities. Use the checkboxes to highlight the most relevant potentials for the association and the destination.
5. Let workshop participants share who they are, what companies and organisations they represent and what immediate interest they see in the event.

OUR EVENT'S LEGACY POTENTIAL

EVENT PURPOSE & AMBITION

What is the association's and the destination's purpose & ambition with this event?

WIDER SOCIETAL OPPORTUNITIES

Where does the event have the biggest opportunities for achieving a positive impact?

Who are relevant target groups? And how could they benefit from the event?

EVENT RESOURCES

What is important for stakeholders to know about the event's resources to inspire legacy activities? For example key program elements, number of delegates and their characteristics.

LEGACY POTENTIALS

Opportunities for events to have a lasting impact on local and global communities:

ASSOCIATION	DESTINATION	
<input type="checkbox"/>	<input type="checkbox"/>	ADVANCING SCIENCE
<input type="checkbox"/>	<input type="checkbox"/>	FACILITATE BUSINESS PARTNERSHIPS
<input type="checkbox"/>	<input type="checkbox"/>	CONNECTIONS WITH GOVERNMENT
<input type="checkbox"/>	<input type="checkbox"/>	INCREASE LOCAL BEST PRACTICES
<input type="checkbox"/>	<input type="checkbox"/>	PROMOTE SCIENCE & BUSINESS COLLABORATION
<input type="checkbox"/>	<input type="checkbox"/>	ACCESS TO NEW TECHNOLOGIES
<input type="checkbox"/>	<input type="checkbox"/>	BRANDING DESTINATION AS CENTER OF EXCELLENCE
<input type="checkbox"/>	<input type="checkbox"/>	POLICY IMPROVEMENTS
<input type="checkbox"/>	<input type="checkbox"/>	PUBLIC AWARENESS RELATIVE TO THE SCIENCE
<input type="checkbox"/>	<input type="checkbox"/>	TALENT ATTRACTION TO LOCAL COMMUNITY
<input type="checkbox"/>	<input type="checkbox"/>	BUILD AND PROMOTE KEY LOCAL INDUSTRY SECTORS
<input type="checkbox"/>	<input type="checkbox"/>	PROMOTE LOCAL CULTURE / HISTORY
<input type="checkbox"/>	<input type="checkbox"/>	CSR ACTIVITIES FOR LOCAL COMMUNITY
<input type="checkbox"/>	<input type="checkbox"/>	IMPROVED HEALTH OUTCOMES / PUBLIC WELFARE
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____

EXAMPLE:

A potential legacy from hosting the Olympic Games could be; Creating positive social change by inspiring more young girls to pursue athletics – and athletic greatness.

EXAMPLE:

The purpose statement for the Olympic Games is; "Encourage the regular practice of sport by all people in society, regardless of sex, age, social background or economic status.

EXAMPLE:

A key focus area for the Olympic Movement is Gender Equality. Their aim is to increase the number of female athletes and increase women in sports administration and management.

EXAMPLE:

Resources accompanying the Olympics Games; Global media attention, 3.6 billion viewers, Athletic role models.

OUR EVENT'S LEGACY POTENTIAL

LEGACY LAB TOOLKIT



QUICK GUIDE

1. Generate as many ideas as possible for activities that makes use of the event and its resources to create value for local or global communities. Work through three sectors or choose the one that seems most relevant to the group.
2. Prioritize and identify the activities that seems most promising to develop further - which activities will have the highest value? What is their feasibility? And most importantly, which ones are you interested in driving forward? Capture the prioritized ideas and their potential impact.

OUR LEGACY ACTIVITIES

LEGACY ACTIVITIES

Come up with as many ideas as possible for how the event and its resources, can be used to create lasting, positive impact in our local and global communities?

PEOPLE &
SOCIETY

RESEARCH &
EDUCATION

BUSINESS



OUR LEGACY ACTIVITIES

LEGACY LAB TOOLKIT

PRIORITIZED ACTIVITIES

What are our prioritized activities - and what is their potential impact beyond delegate numbers and direct expenditure?

ACTIVITY

ACTIVITY

ACTIVITY

ACTIVITY

ACTIVITY



BEFORE
DURING
AFTER
LONG TAIL