

International  
Olympic  
Committee

# STORYTELLING TO BUILD RELEVANCE & VALUE



**WHAT**



For the Olympic Games to be **RELEVANT**

We must look to **STRETCH** our audience beyond sports fans

By connecting with them in a more **MEANINGFUL** way and on their terms.

We do this by **DIVERSIFYING** the conversation

and by **PROACTIVELY** telling the story where existing interests are consumed.

VOGUE

FAST COMPANY

Condé Nast  
**Traveler**

Robb Report



GLORIOUS

ELLE



GoodWeekend

**MACLEAN'S**

**domus**

MONTECRISTO  
MAGAZINE

**GLORY**  
M E D I A

**Esquire**

ELLE DECOR

**luxe**  
INTERIORS+DESIGN

**Canadian  
Business**

**HUFFPOST**

**THE KIT**

the  
gentlewoman

CountryLiving

FO  
the FEMALE QUOTIENT

**Rolling Stone**

GRAZIA

**Men's Health**

*madame*  
FIGARO

AD

**SHARP**

**GQ**

Grafikmagazin

**VANTY FAIR**

**marie claire**

enRoute

**TIME**

THE CUT

**WIRED**

delicious.



MONOCLE

**ICON**

MADMOI<sup>Ź</sup>ELLE

**POPSUGAR**

Wallpaper\*

**Forbes**

THE SUNDAY TIMES  
**STYLE**

**ICE**



*queens*

PHOTOGRAPHS GREYHUTTON

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**E L L E**

Meet the Canadian Designer Dressing Olympic Figure Skaters

Quebec's Mathieu Caron has designed outfits for athletes like Tessa Virtue and Scott Moir, and fans will see even more of his work on the ice during the 2026 Winter Games.



**FAST COMPANY**

02-07-2026 | FUTURE OF SPORTS

How the Olympic cauldron became its own spectacle

The tradition of the Olympic flame and cauldron dates back 100 years or more. More recently, it's become a major design moment.

SHARE ADD ON GOOGLE



**AD**

Drei Ringe für Olympia 2026: David Chipperfields Arena Milano hätte den alten Römern gefallen

Für Olympia 2026: Dem neuen Mailänder Stadtteil Santa Giulia spendierte der britische Stararchitekt David Chipperfield ein Stadion der Extraklasse – so sieht es aus

Von Oliver Herwig  
17. Februar 2026



**WWD**  
JAPAN



ミラノ冬季五輪の各国ユニホーム&開会式衣装が集結 大会直前イベントで選手がファッションショー

イベント ユニホーム ミラノ・コルティナ冬季オリンピック

**COSMOPOLITAN**

**MONOCLE**

Christophe Dubi: the man who runs the Milano Cortina 2026 Winter Olympics



AUSTRALIA  
**Forbes**





Don't wait for them to come to you.  
Go and find them.



**WHY**



**PRINT (LONG-FORM) IS NOT DEAD.**

**YOUNG PEOPLE DO READ PRINT.**

**PEOPLE TRUST TRADITIONAL PRINT MORE THAN SOCIAL.**

**THE LONGER THE READ THE MORE ENGAGED A READER IS.**



**THE JOURNEY OF A READER**





**HOW**



# 1.USP

Decide what you stand for and what makes you unique.

Repeat. Repeat. Repeat.



## 2. Curiosity

People are naturally curious.

Lean into that.



# 3.Connection

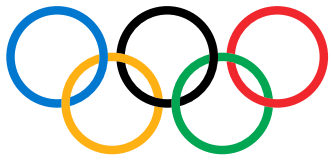
Reach is not a strategy.

Seek out meaningful & authentic connections.

The rest will come.



**Don't be forgettable.  
Be memorable.**



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Committee

# THANK YOU

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