

Karen Debax-Latour BT Programme Director for London 2012
Wednesday, June 7

Ladies and Gentlemen

Welcome to the BT Tower, my name is Karen Debax-Latour and I have been working on BT's Olympic project for the last 2 years. Thank you Mike -for inviting me to your event. I am delighted to be able to welcome distinguished members of the international Olympics community, distinguished members of the IEEE CQR community, distinguished members of the resilience, finance and academic communities, distinguished guests, segment and session chairs and presenters - Welcome to London and to what is now an iconic landmark of London - the BT tower.

The last time I was here presenting, I was presenting in French in front of my previous CE – who was French. To say I was nervous was an understatement.. to say I was well prepared was not! I have to say that I am delighted to be here in London speaking in English and not in Paris speaking in French!!

You will notice behind me that we are showing a video. This was originally put together as part of BT's support for the London 2012 Bid – we showed it in some of our key buildings around the nation. Lang O Rouke kindly agreed for us to be able to show the flythrough they prepared, to demonstrate the Olympic park to the IOC and some of you may remember the Imagine video that was prepared back in 2004. I know a few things have changed since then... but overall I think that this gives a really good idea, of what the Olympic park will look like by 2012. It's on a loop so if you missed a bit don't worry it will be back!

BT are extremely proud to have been one of the London Bid's premier partners and I was lucky enough to have been asked to work on the project and to join 2012 in Singapore for the decision. For those of us who took part, it was a unique and highly emotional occasion which generated a significant amount of pride in our capital city as well as in our contribution to a great win – but that was nearly a year ago and now we need to be asking ourselves serious questions about delivery.

Our world will have changed by 2008 let alone 2012.... – by the time the Beijing Games start in August 2008 BT will be a significant way through our largest new investment plan in decades, our 21st Century Network, the worlds first core IP network.... and we believe that products and services will have been designed and delivered to work over this network, which will make our world look very different. At the end of this presentation I will show you a short video which illustrates some of the convergence piece.

Just think back 4 years to a world without blackberries, TV over mobile or voice over IP. 21C networks will, we believe, bring about dramatic advances in convergence... and I believe that this will provide significant challenges in the Olympic environment....

Up until now it has been “relatively” easy to separate out sponsorships and define categories at the TOP – The Olympic Programme level and at local level. Traditionally there have been a fixed communications category, a mobile category and an internet category at local level... with Games Integrator –Mobile device provider etc at TOP level. Broadcast rights have been limited to television.

The IOC and the Organising Committees have worked hard to protect the interests of their sponsors – as is right.

But convergence will bring new challenges to these traditional categories. It is likely that by 2012 the consumer will be used to delivery of a variety of content ..across devices that will make our current mobiles look primitive. Micro payments using mobile devices is already available and could easily impinge on another TOP category – card payments.

LOCOG and the IOC have the challenge of building technology and sponsorship models with vision for the future of the Olympic movement and which recognise future consumer expectations. Some of you have already lived through similar issues and the challenges they posed, in the planning of your Games and I am sure, that we will all value.. and enjoy learning from.. your experiences.. during the sessions Mike has planned.

BT section

I am currently working with our Group Strategy Director and Director of London, Clive Ansell and teams from across the company to evaluate what the 2012 Olympic and Paralympic Games could mean to BT. 2012 seems a long way away in terms of knowing what the technologies will look like.. but it is also just around the corner... and I know that 6 years will just fly by.. and there is so much to do!

We are lucky that we have so many clever people in BT and that so many of them are inspired by what the London Games could bring -not just London but the whole of the UK. I’m sure that if we do decide to fully engage in the Games it will generate some really exciting new developments.

BT has a set of core values which align extremely well with the Olympic values. Our corporate identity defines both the kind of company we are now and the one we need to be in the future.

Central to that identity is a commitment to create ways to help customers thrive in a changing world. To do this we must live our brand values:

- Trustworthy - we do what we say we will
- Helpful - we work as one team
- Straightforward - we make things clear
- Heart - we believe in what we do
- Inspiring - we create new possibilities

I believe that there are many inspiring people both within BT and in all the organisations which will need to work together to deliver the Games. I am certain that we could make a significant contribution to the delivery of the best possible Olympic and Paralympic Games, in London, in 2012.

Legacy Section

But its not just about those 6 weeks in the summer. As a company BT are committed to contributing positively to society and to a sustainable future. This is part of the heart of BT.. and the legacy that 2012 could deliver.. is also at the heart of every stakeholder in the Games. What that legacy looks like will also determine what is put in the ground now and over the next few years. How that legacy is determined is another challenge....how can we ensure that we maximise the opportunity that this spectacular event will give us. I believe that our best chance of success is by working together and forums such as these give us a great chance to learn and share knowledge.

The legacy isn't just about the buildings the infrastructure and the use of these in the long term its also about the legacy of the experience, how can we use this unique experience to inspire our young people to a better future. This is the legacy that Seb Coe promised in his magnificent presentation to the IOC last July. How are we all going to work together to help make his vision a reality is maybe the biggest challenge we have.

All the indications are that LOCOG are ahead of the game, recent reports from the first IOC visit since the announcement, were extremely positive and that is reassuring. The next 12 months are going to be interesting as LOCOG and the ODA shape how the next 6 years will pan out.

Already there are concerns about skills and how small and medium sized companies are going to be brought into the supply chain. The next few weeks will see the ODA announce their delivery partner for the construction of the Olympic Park then we will really feel that the clock has started ticking.

Can sports technologies help us get to identify and improve our young athletes, can we put in place the support systems that would really help talented athletes, some of whom come from families with extremely stretched resources, to have the diet, the lift to the training ground, the equipment that other young athletes take for granted from their families. We have an ambitious target to reach 4th spot in the medals table. How

can communications solutions help build a support network that really works for the athletes it serves.

Your event is titled -World Class Communications for World Class Events - Bringing together first-hand experience from recent winter and summer Olympic Games to anticipate the challenges which will face the organizers, the communications infrastructure and service providers of the 2012 London Games.

I've raised a few of the challenges here and shown you a glimpse of the near future— I'm sure that there are many more issues to be raised over the course of the day.