



# Event Strategy City of Aarhus 2020-2025

# Event Strategy 2020-2025

The Event Strategy 2020-2025 is an overall tool used to set the direction for the event area in Aarhus. It is the city's second event strategy, and it has been created in close collaboration with the many event actors in Aarhus.

- Events contribute to growth and development in Aarhus
- Events help make Aarhus an attractive city to live in, work in, study in, do business in or visit as a guest.
- Events strengthen the international positioning of Aarhus as a professional and strong event city.

The event strategy was adopted by Aarhus City Council on 24 June 2020



# Special upcoming events

- Thomas & Uber Cup 2020
- WDSF European Championship Ten Dance 2020
- Aarhus Dance Festival Break 2020
- FEI World Cup Dressage 2020
- European Championship 49er + Nacra 2021
- World Championship 29er 2021
- UEFA Euro 2021 fanzone with Danish National Television
- The Ocean Race Stopover 2023



# Strategic measures

- **Growth**

Events are a driver for the branding of Aarhus as well as the growth and development of the city

- **Development**

Events are means to support local as well as national strategic efforts and policies

- **Experiences**

Events must create (memorable) experiences





# Focus areas 2020-2025

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1. The event strategy has an overall international aim, but it also focuses on major national, regional or local events that can contribute to achieve the goals.
2. Events in sports, culture, and tourism are the main focuses of the strategy, but other areas can also be included.
3. Events as showcase for how the city of Aarhus will focus on sustainability and green change.



# Focus areas 2020-2025

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4. Aarhus city as physical setting for the events.
5. The collaborative city - co-creation and network.
6. Aarhus can and must think beyond the municipal boundaries.
7. Making major events in Aarhus accessible and relevant to the city's citizens



# Focus areas 2020-2025

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- 8. A strong event city requires good voluntary organization.
- 9. The effect of events and the city getting the most out of them.
- 10. Event organization is consolidated.





# Event Strategy 2020-2025

The event strategy was adopted by Aarhus City Council on 24 June 2020 and the Danish version can be found here:

<https://aarhusevents.dk/media/43332/godkendt-eventstrategi-2020-2025.pdf>





Feel free to contact us for further information.

## Aarhus Events



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