

Rob Cook

Nominated for International Events and Competitions Director at 2014 AGM

Biography

I am a passionate, positive and driven sports and events management professional with a proven ability to deliver on complex projects and effectively form and maintain local, national and international partnerships.

I am currently a recreational (Indoor) Volleyball player and member of the Volleyball England Beach Volleyball Advisory Group (BVAG) as Lead for International Events and Competitions and Development. If selected at AGM, I believe that I would provide a breath of fresh air and have the appropriate international experience in the field of events and competitions to take volleyball to the next level whilst building on the history and experience of the past.

I have a strong understanding and experience of events acquisition (bidding for and creating events), event delivery, funding, international marketing and event legacy, through my previous role as Head of International Events at Singapore Sports Council. In 2010, Singapore was recognised as the sporting events capital of the world by 'Sports Business' and again by the International Sports Event Management (ISEM) conference in 2011.

Within this role, I was responsible for:

- All sub-regional, regional and international sports events hosted in Singapore.
- Completing the approved sports events strategy for Singapore including the projected events calendar 2011 to 2030.
- Presenting complex projects to senior figures including Ministers and Directors of International Federations, as well as networking with senior management at key events and functions.
- Developing key partnerships with major international sporting bodies in order to acquire key events including the FINA Swimming World Cup and ITTF (Table Tennis) World Cup.
- Overseeing key elements of the inaugural Asian Youth Games (2009) and Youth Olympic Games (2010).
- The management of 8 staff members in the areas of events strategy, bidding, funding and delivery.
- All events partnership development including with National Sports Associations (NGB equivalent), International Federations, Rights holders, sponsors and key government agencies.

In addition, I have a strong background in development, having worked in local authority sports development, for 2 County Sports Partnerships and previously held 2 directorships of major national charitable (3rd sector) organisations in the UK.

The experience I have gained in both international events and development would help inform the selection of events as part of the events strategy for developmental reasons (participation and performance), across Indoor, Sitting and Beach Volleyball.

If selected at the forthcoming AGM, I am prepared to make a substantial time commitment to Volleyball England including at all required board meetings, sub-committee meetings and any other meetings/events that would be of benefit to the membership.

I strongly believe that there is significant untapped potential in the sport of Volleyball and if given the opportunity, will actively listen to and represent the best interests of Volleyball England members and help to drive the sport forward.