



## Mike Lee OBE

Leading Public Relations Professional



CSA Celebrity Speakers Ltd

Mike Lee OBE is VERO Chairman, and former Director of Communications and Public Affairs for London's successful 2012 Olympic bid, where he coordinated all external relations and campaign elements of the bid, co-chaired the creative team, led the international media and on-line campaign, and was special adviser to bid chair Lord Sebastian Coe.

**"The London 2012 campaign has been a great experience. Winning on 6 July was the most wonderful feeling and professionally my proudest moment**

### In detail

Mike was also the lead advisor to the successful Rio 2016 Olympic Bid, devising the overall campaign and communications strategy that helped Rio win and played a similar role with the International Rugby Board on their campaign for the inclusion of Rugby Sevens in the Olympic Programme. Previously he was Director of Communications and Public Affairs for Europe's football governing body UEFA, and media and political strategist for the English FA Premier League. He is a member of the Advisory Board of Beyond Sport, a Fellow of the Royal Society for the encouragement of Arts, Manufactures and Commerce (RSA). In 2011 he was appointed by Tottenham Hotspur to manoeuvre them to victory in the battle to take over the stadium after the Games.

### What he offers you

A key figure in London's successful bid to host the Games, Mike's understanding and experience of the media, government and sport at local, national and international levels, having enjoyed a long and distinguished career in the business of sport and a unique track record of successful high profile campaigns in the sports and business sectors, mean that he can offer audiences a whole host of useful actionable ideas based on his considerable expertise.

### How he presents

Well used to the glare of the media having been at the heart of the intriguing journey through the entangled world of International Olympic Committee politics, international sport, British politics and the media, Mike is a relaxed and confident speaker and really knows how to get the message across.

### Topics

Public Relations  
The London 2012 Bid  
Sports Events Marketing

### Languages

Mike presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Publications

2006

The Race for the 2012 Olympics