

Global Education Conference (GEC)

Request for Proposals
to Host a GEC in 2027

Background

Education plays a fundamental role in the prevention of both intentional and unintentional doping by athletes and athlete support personnel (ASP). The World Anti-Doping Code (Code) and the International Standard of Education (ISE) set out the purpose, principles, and standards of anti-doping education. Intended to preserve the spirit of sport and promote clean sport values, education programs protect athletes' health and their right to fair competition. While athletes are the primary focus of education programs, ASP are also a priority given their roles and responsibilities as well as their influence on athletes.

As outlined in the Code and as demonstrated through WADA's Global Learning and Development Framework, the same purpose and principles that underpin athlete and ASP education can also be applied to enhance the training and professional development of anti-doping practitioners and any associated roles within the anti-doping system.

Finally, alongside education, the Code also underlines that social science research (SSR) is critical to understanding why many athletes embrace the values and ethos associated with the spirit of sport, and conversely, what makes some athletes vulnerable to doping.

Previous Global Education Conferences

WADA plays a critical role in facilitating the harmonization of effective anti-doping education programs at the international and national level as well as the continued advancement of education within the anti-doping system. WADA's Global Education Conference (GEC) is a key feature of the anti-doping calendar, bringing together anti-doping practitioners, researchers, government officials and athletes to share and discuss emerging education trends, contribute to education program development, and examine how education can continue to progress anti-doping efforts internationally.

Since 2015, WADA has held four successful GECs, and has grown attendance of the event significantly from each iteration to the next. The Conference provides participants with access to a range of activities—including plenaries, technical sessions, workshops, booths, and showcases—designed to enhance their learning and overall event experience. The previous GECs took place as follows:

- 2015 in Ottawa, Canada, hosted by the Canadian Centre for Ethics in Sport – 100+ participants
- 2018 in Beijing, China, hosted by the China Anti-Doping Agency and the United States Anti-Doping Agency – 170+ participants
- 2022 in Sydney, Australia, hosted by Sport Integrity Australia – 300+ participants
- 2024 in Cannes, France, hosted by Agence française de lutte contre le dopage – 400+ participants

The Conference itself typically takes place over two days; however, a set of associated activities now form part of what WADA calls the 'GEC week,' which unfolds over five days. This includes:

- SSR Symposium;
- WADA Education Committee meeting;
- Community Conversations; and
- Anti-Doping Organizations (ADOs) 'Show and Tell' of education practice.

2027 Global Education Conference

The fifth edition of the GEC is planned to follow the revised Code and ISE coming into effect in January 2027. The event will place a strong emphasis on the needs of athletes and athlete support personnel, as well as the professional development needs of anti-doping practitioners. It will also explore in greater depth the influence of SSR on anti-doping policy and practice.

The 2027 GEC will offer a unique opportunity to:

- Reunite the anti-doping community to continue to advance the prevention of doping through education;
- Act as a showcase of good practice between ADOs and reinforce the connection with WADA;
- Provide clarity on the requirements of the 2027 ISE to support the evolution of education programs;
- Support the enhancement of the quality of programs in line with best practice; and
- Offer greater visibility on the inclusion of SSR and its role to inform policy and practice.

By joining forces with WADA for the organization of this event, the host will help advance anti-doping education, foster collaboration across stakeholder groups, and promote clean sport values worldwide.

Overview of Criteria to Consider as Host

The following elements reflect WADA's expectations for prospective hosts of the next edition of the GEC week. Partners are encouraged to assess these criteria closely before submitting a formal application in response to the RFP.

Please consult the **summary** table below for an outline of the intended scope of the Conference.

Participant Numbers

Based on past editions and feedback from the anti-doping community, WADA anticipates between 400-500 participants will attend the next GEC week. If the GEC is to be held in conjunction with, for example, the WADA Executive Committee, consideration may need to be given to larger participant numbers. This can be discussed and agreed between WADA and the host.

Event Timing

WADA wishes to convene the next edition of the GEC week in 2027. This would ideally take place between September and November 2027*.

The possibility of aligning the 2027 GEC with WADA's governance meetings, namely an Executive Committee meeting (September) and/or Foundation Board meeting (November) may be considered.

It is important that sufficient planning time is allocated when organising an event and detailed planning ideally starts at least 15-18 months prior.

***Special note on timing of the event:** WADA must be mindful of competing events (other WADA and/or anti-doping events) due to limited financial and time resources of the potential participants. WADA may therefore ask for flexibility on the final dates of the event given the other forums planned for its 2027 and 2028 calendar.

Event Ownership / Branding

In terms of event 'ownership,' WADA will be fully responsible for the GEC program and content. WADA will actively cooperate with the host to ensure that the GEC reflects the commitment agreed with them.

In terms of branding, the Symposium will be a WADA-led, co-branded event, where the WADA brand/visual identity (logo, imagery, typography, colors, etc.) has prominence and the host's logo (and that of other potential partners) is given appropriate and agreed-upon visibility.

WADA will establish a project team structure with the host to support the effective planning of the event.

Event Management

The host is required to provide a dedicated and experienced English-speaking Professional Conference Organizer (PCO), as well as any additional local staff needed to fully assist in the preparation and running of the GEC.

WADA will provide an Event Manager and a Program Lead(s) to support the organization of the event.

WADA will provide the tool for participant registration. This existing tool centralizes and stores participant data from previous WADA events. Some programming costs to adapt the tool for the GEC will be allocated to the host. This will include the event website and specific mobile application, which will be the communication tools used for event. Accreditation services and other logistics for the event are to be borne in full by the host.

Participant Fees

As has been the case for previous GECs, WADA does not wish to charge participant fees¹. Participants will be expected to cover the costs of their air travel and accommodation as well as meals outside the official program. However, all other costs are expected to be met by the hosts.

Event Sponsors

Sponsorship is possible. However, to ensure that there are no conflicts of interest for WADA and/or its stakeholders, all potential sponsorships will require consideration and prior approval by WADA. WADA may also refer 'sponsors' or 'official supporters' if appropriate.

Accommodation and Ground Transport

The host will be required to find an appropriate selection of hotels (different categories and price ranges, including accessible rooms) to cater to all participants.

Ideally, hotels will be within walking distance of the main conference venue and will have easy access to transportation facilities such as train stations and airports.

Appropriate ground and airport transfers, including bus shuttles from hotels to the conference venue (if not walkable), should also be arranged.

WADA would welcome hosting offers to cover the flights, accommodation and ground transport costs of GEC program speakers and of its Education Committee members. These contributions are not mandatory but would be greatly appreciated by WADA and be viewed positively if considered and offered by the hosts.

Catering

It is expected that the provision of catering for participant meals (lunches and breaks) for the duration of the GEC be provided. Refer to the table below to capture the extent of the catering requirements.

¹ In some situations, registration fees may be required; however, the decision to request fees from participants shall be made in consultation with WADA, and the reason for doing so clearly stated. For example, registration fees may be requested to accommodate persons from the same organization who wish to attend however are over the quota which will be set by WADA with the hosts.

Venue/s

An appropriate conference venue with the flexibility to accommodate all GEC week elements is required. This includes board-style meeting rooms, plenary spaces, workshop and breakout rooms in various formats, secretariat facilities, and full accessibility for people with disabilities.

While not all meetings and sessions must be held in the same location—for example, smaller meetings may be hosted in hotel facilities—the overall arrangements should feel cohesive and make practical, logistical sense.

Audio-Visual/Information Technology

The venue/s must be versatile and have state-of-the-art technology and audio-visual facilities to support the Conference proceedings, the various meeting formats, as well as the participant experience (e.g. free WiFi access for participants).

The GEC is intended to be conducted in person only (no live streaming); however, recordings of the event, or part of the event, may be required.

Interpretation

The GEC will be held in English, however the host may also elect to provide interpretation in their local language.

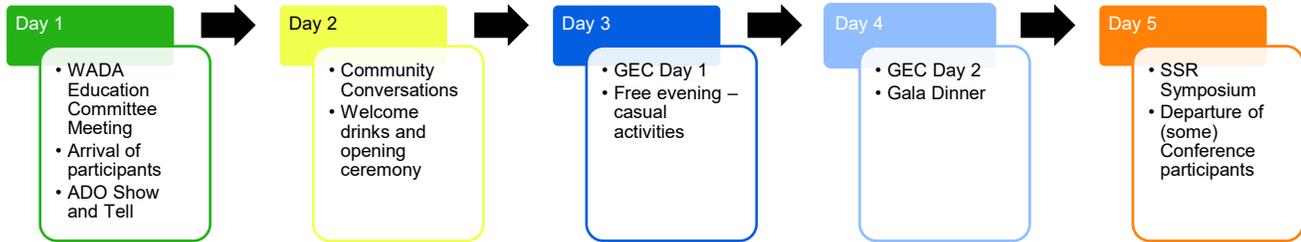
Note: If interpretation is offered, Remote Interpretation System (RSI), where interpreters would provide simultaneous interpretation via an online platform is viable and acceptable to WADA.

Social/Cultural Aspects

Hosts are encouraged to provide opportunities to promote and share their culture with participants, including optional tour packages or cultural experiences/activities for participants and accompanying persons.

Summary

The following graphic and table outline the likely day-by-day structure of the GEC week program and its requirements. They are not intended to be exhaustive nor fixed but rather to provide a high-level overview of WADA’s preferred format.



	Activity	No. people	Venue requirements	Catering	Social
Day 1	WADA Education Committee meeting	15-20	<ul style="list-style-type: none"> - Boardroom style meeting room (could be in hotel/ADO office/ conference venue) - Office workspace for Conference Secretariat. - All spaces require AV and IT equipment. 	<ul style="list-style-type: none"> - Water/refreshments - Light snacks during breaks - Buffet lunch 	<ul style="list-style-type: none"> - Opportunity to organize a Committee dinner
	ADO Show and Tell	100-200	<ul style="list-style-type: none"> - Exhibition space (for select ADOs to set up a booth to showcase their relevant education activities) - Small tables (e.g., cocktail tables or small folding tables) required. - Could be in a hotel meeting space or conference venue space or other. - AV may be required. 	<ul style="list-style-type: none"> - Water/refreshments 	-
Day 2	Community Conversations	200-400	<ul style="list-style-type: none"> - Venue that has five separate rooms that can hold between 30-70 people each. - Each room will require AV (screen, projector, microphone). 	<ul style="list-style-type: none"> - Water/refreshments 	
	GEC Opening Ceremony	400-500	<ul style="list-style-type: none"> - Venue where all participants and invited delegates can gather and converse around small cocktail tables. - Seating format optional. - AV required for official welcome speeches. 	<ul style="list-style-type: none"> - Cocktail food and beverages 	<ul style="list-style-type: none"> - Opportunity for cultural entertainment/ evening music

	Activity	No. people	Venue requirements	Catering	Social
Day 3	GEC Day 1	400-500	<ul style="list-style-type: none"> - Registration/accreditation collection area - Conference facility with: <ul style="list-style-type: none"> o Main plenary hall to accommodate 500+ participants with round worktables o Breakout rooms – minimum three for up to 100 participants each - Office workspace for Conference Secretariat. - All spaces require AV and IT equipment. 	<ul style="list-style-type: none"> - Water/refreshments - Light snacks during breaks - Buffet lunch 	
Day 4	GEC Day 2	400-500	<ul style="list-style-type: none"> - As above 	<ul style="list-style-type: none"> - As above 	
	Gala Dinner	400-500	<ul style="list-style-type: none"> - Venue can be the same as Conference facility or alternate venue - If alternate venue, transport/ logistics to be considered 	<ul style="list-style-type: none"> - Gala dinner food and beverages 	<ul style="list-style-type: none"> - Opportunity for cultural entertainment/ evening music
Day 5	SSR Symposium	100-200	<ul style="list-style-type: none"> - Conference facility with: <ul style="list-style-type: none"> o Main plenary hall to accommodate 200 participants with round worktables o Breakout rooms – minimum two for 50-100 participants each - All spaces require AV and IT equipment 	<ul style="list-style-type: none"> - Water/refreshments - Light snacks during breaks - Buffet lunch 	

Submission Process

Potential hosts are encouraged to analyze the full breadth of activities and requirements. They are asked to consider how these may be realized in an efficient and cost-effective way, and to also consider the participant experience, cultural enrichment, accessibility of location and venue, as some examples.

To pursue an application to host the next GEC week, please contact **WADA's Event Manager** (events@wada-ama.org). It is recommended to do so by **Friday 27 March 2026**.

Upon receipt, WADA's Event Manager will provide a link to a **structured RFP submission form**.

The submission form can be completed in English or French, WADA's official languages.

Only applications submitted via this process will be accepted.

Final application forms must be submitted by **Friday 24 April 2026**.

[Please refer to the RFP cover for full timeline]

Submission Form

Endorsement

As it is important for WADA to be assured that all relevant authorities are supportive of the hosting application, as part of the submission process, WADA will require:

- Endorsement from the city, province/state, country, National Anti-Doping Organization and/or National Olympic Committee and/or locally headquartered International Federation, etc. in the form of official letters of support addressed to WADA; and
- A statement of the financial commitment to support the Conference.

Criteria

The following pieces of information will be required as part of the submission:

- the name of the official host or joint hosts;
- the goals of the potential host(s) vis-à-vis the event;
- the local organiser and the local secretariat if known;
- the name/company of the proposed Professional Conference Organizer (PCO) if known;
- the proposed dates noting any potential advantages or disadvantages with them;
- the proposed or options for suitable venue/s;

- an estimated budget, showing:
 - income
 - main sources of funding
 - high-level expenses/budget allocation
 - any additional sponsorship income
 - a template budget;
- an overview or draft of the chosen event's project timeline; and,
- the degree of involvement expected from WADA's staff (e.g., support in registration, payments, communication, promotion etc.).

Any deviation or inability to address the criteria should be specifically highlighted.

Questions

Any questions should be sent to the attention of:

Mr. Riziero Pisani
WADA Event Manager
Email: events@wada-ama.org

WADA extends its appreciation to all prospective hosts for their interest in organizing the next edition of the GEC Week.

--END--