



Mr. Chris Robb

Founder & CEO,
Mass Participation Asia

Chris Robb is a 30-year veteran of the mass participation sports events industry where he had built businesses in Australia and Singapore in that time span. He is the CEO of Mass Participation Asia which he founded in 2015 and is the author of '*Mass Participation Sports Events*'. Apart from regularly consulting to events, brands and governments, and creating mass participation IP, Chris is an avid speaker at conferences and is a mentor for other business owners and entrepreneurs through the Key Person of Influence programme.

Synopsis:

The Gift of Disaster

Drawing on over 30 years' experience including Road Events Supervisor at the Sydney 2000 Olympics and delivering some of the biggest Mass Participation event projects in the region such as the Standard Chartered Marathon Singapore with 65,000 participants and over 5,000 staff, contractors and volunteers, Chris will share a number of examples of "*disasters*" that he has managed.

A key rationale that Chris applies to all projects is "something will go wrong, how we respond as a team will ultimately determine success". Some of the challenges he has had to overcome have included extreme weather, the collapse of the Nicoll Highway and even deaths of participants. He will provide unique insights into how the challenges were managed and the important learnings that were applied to enhance the delivery and business success of future projects.