

# Discovering the Games: Behind the Scenes of Milano Cortina 2026

**Language**  
English

## Course content and objectives

The Milano Cortina 2026 Olympic and Paralympic Winter Games, taking place from 6 to 22 February (Olympic Games) and 6 to 15 March (Paralympic Games), will be among the largest sporting events ever hosted by Italy. More than just games, they represent a turning point for the Italian sporting system, a chance to showcase innovation, inclusion and sustainable legacy on a global stage.

Discovering the Games: Behind the Scenes of Milano Cortina 2026 will be a series of talks and panel discussions unveiling how the Games are built from the inside — from infrastructure and governance to impact, education and the role of volunteers.

## Topic Summary

### *1. IOC and Milano Cortina 2026: From Vision to Games Delivery*

Explore how the Olympic Movement's strategic vision, inspired by the IOC Agenda 2020+5, is shaping the planning and delivery of the Milano Cortina 2026 Games. From the original bid to the operational phase, this session unveils how innovation, sustainability, and legacy guide every decision.

### *2. The Athletes' Journey: Striving for Excellence*

A deep dive into the athletes' experience, from qualification to competition day. This session highlights how the Games are designed around athletes' needs — from training facilities and logistics to mental health and post-career support — celebrating sport as a journey of human excellence.

### *3. Partners and Media: Co-Creating Global Value*

Behind every successful Games lies a network of partners, broadcasters, and digital innovators. This discussion explores how brands and media organizations collaborate with the Olympic ecosystem to amplify its message, connect with audiences, and co-create economic, cultural, and social value.

### *4. Beyond the Medals: Measuring Impact and Legacy*

The Olympics are not just a two-week event — they are a long-term investment in people, places, and possibilities. This session focuses on the impact and legacy programs of Milano

Cortina 2026, exploring the indicators used to assess outcomes in sustainability, education, tourism, and community development.

### *5. Volunteering for the Games: Celebrating Olympic Values with the Community*

Volunteers are the heartbeat of every Olympic Games. This conversation celebrates their role as ambassadors of Olympic values, exploring how the volunteering experience fosters civic engagement, builds communities, and leaves a lasting mark on all those who take part.

### **Dates**

November 5, 12, 17, 19, 26 from 6:15 to 8:15 pm. Classes will be held in presence.

### **Learning Style**

This course is grounded in concreteness and learning by doing. It combines the study of models and the use of practical tools with numerous examples and exercises based on real-world cases, followed by final discussions and debriefing sessions to compare results and reflect on key learnings.

Throughout the program, participants will have the unique opportunity to meet and interact with the leadership team of Milano Cortina 2026, engaging directly with those responsible for shaping and delivering the Games — making this learning journey an authentic, hands-on experience alongside the protagonists themselves.

### **Evaluation Methodology**

To successfully complete the course, participants are required to pass a test made up of 15 multiple-choice questions. In addition, they will write a short reflective essay (maximum 500 words) summarizing their key insights, inspirations, and takeaways from the learning experience. The test must be taken in presence.

### **Faculty of the course**

*Dino Ruta*: Bocconi University's Delegate for the Olympic Movement, Professor of Practice in Leadership, Sports & Events Business at SDA Bocconi School of Management where he founded the Sport & Entertainment Knowledge Center.

<https://www.sdabocconi.it/en/faculty/dino-ruta>

