

IDY UYOE – WRITING SAMPLES & MEDIA PORTFOLIO

Website: <https://www.idysports.com>

Phone: 770.330.9362

E-Mail: idy@idysports.com

Interview – NPR Radio, Washington DC

The Mounting Cost of the Tokyo 2020 Olympic Games

Marketing Presentations

Sponsorship and Funding in Sports Post COVID-19: Case Study of Emerging Markets

Using Sport Tourism for Destination Marketing: Case Study Africa

Selected Writings and Publications

"Beyond Delay, A New Sports Model: Why Games May Take a Bit Longer."	<i>Medium</i> , April 2020
"Marketing and Branding at the 2019 Cup of Nations: My Three Key Observations."	<i>Medium</i> , July 2019
"The Olympics of Mexico City, 1968: Of Dreams and Destiny."	<i>Around the Rings</i> , October, 2018
"The 2016 Sports Persons of the Year: The Refugee Olympic Team."	<i>Around the Rings</i> , December 2016
"The IOC Rule 40: Olympic Sponsorship's Achilles Heel."	<i>Around the Rings</i> , June 2016
"Muhammad Ali: The Greatest Olympian."	<i>Around the Rings</i> , June 2016
"Doping in Sports: It's Bigger Than Russia."	<i>Around the Rings</i> , June 2016
"The FIFA Crisis: Four Key Thoughts."	<i>LinkedIn Blog</i> , December 2015
"Honoring Nelson Mandela: Retiring #27."	<i>The Huffington Post</i> , December 2013

Project Historian & Talent– Ali's Comeback Documentary (CNN Partnership)

"Muhammad Ali's Comeback: The Untold Story" (In Partnership with the CNN Airport Network) (1:07)

Creator & Executive Producer - The Olympic Moment Series (Series Distributed in 36 countries)

Third Man Standing: Peter Norman and the Pride Salute (3:53)

Muhammad Ali & The 1996 Olympic Torch Relay (3:49)

(Complete series distributed in 36 countries Worldwide, with audience exposure of 1.7 million viewers)

Short Video Podcasts

Understanding the Value of an Olympic Medal (2:55)

Inside the Numbers at the Rio 2016 Olympic Games (2:29)

