

**Thumbnail Image:**



Oct 22, 2021 by [Nicholas J. Cull](#), [Simon Anholt](#)

## People, Places, Power - Episode 7: Mega Events? Buyer Beware. <sup>[1]</sup>

**Note from the CPD Blog Manager:** *This post features the podcast People, Places, Power co-hosted by CPD Faculty Fellow [Nicholas J. Cull](#) and Good Country Index founder [Simon Anholt](#). The podcast is produced by USC Master of Public Diplomacy 2021 alum [Anna Podkowski](#) and features Cull and Anholt in weekly discussion on international reputation, foreign policy and related issues along the way. Future episodes will cover culture, migration, the role of individuals and more.*

Photo: *Cape Town Stadium in Cape Town, South Africa built for the 2010 FIFA World Cup.*

Previously: [Ep. 1: Biden's America](#) | [Ep. 2: Brexit Britain](#) | [Ep. 3: In Search of the Good Leader](#) | [Ep. 4: The European Union](#) | [Ep. 5: What Price Monarchy?](#) | [Ep. 6: Cities and International Image](#)

## **Episode 7: Mega Events? Buyer Beware.**

This episode considers the role of mega events like the Olympics, world expos and the men's FIFA World Cup in helping or hurting international reputation. Examples include the damage done by hosting to the images of South Africa and Brazil and the positive benefits enjoyed by Spain and South Korea. The discussion includes reflection on mega events as prompts for self-examination and alignment with a 'good country' approach, as well as the risk of boycotts against countries that fall short of international standards.