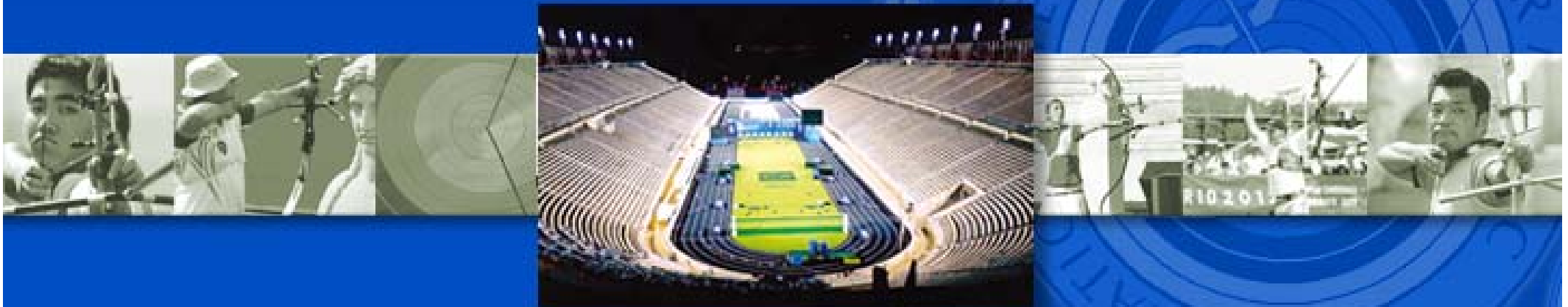




# Archery Sport Presentation





# SPORT PRESENTATION

- ... is the **link** between the public & the athlete ...
- ... with the responsibility of keeping the athlete **comfortable** ...
- ... and the public, inside the stadium, **informed & entertained**.





# THE BRIEF

A clear brief is vital to the success of the event

- It needs to include what the organizers wish to achieve from a presentation point of view as well as what other elements need to be delivered:
  - *athlete expectations*
  - *official expectations*
  - *protocol*
  - *audio & visual elements*
  - *broadcast requirements*
  - *sponsorship requirements*
  - *and of course, creative elements*







# THE SHOW

## Technical Checks (1.5 hours prior Event)

- Zero Time
- Cue Sheets
- Audio & Visual Equipment
- Communications
- Sponsor Reels
- Broadcast Requirements





# THE SHOW

Official Presentation generally begins 1 hour prior to Zero Time

- Official Welcomes
- Appropriate Music
- Informative, Sport Specific Announcements
- Sponsor Reads (Primary & Local)
- TV Commercials (if available)
- Housekeeping Announcements



# THE SHOW

- Announcements and Official Protocols are contained in a timed and identified “Cue Sheet” prepared and cued by the Presentation Manager (Show Director)
- Containing all elements discussed and agreed to by
  - FITA (owner of the event)
  - the TD
  - All Functional Areas







# THE TEAM

- Show Director (Sport Presentation Mgr) *Event owner (FITA)*
- Commentator/Announcer
- Audio Operator and/or DJ
- Broadcasting Team (FITA TV Team)
- TV Floor Manager
- Scoring & Timing (includes Spotters)
- Volunteers
- FOP & Marshals Director
- DOS
- ITOs





# POSITION

- Fixed place in the FOP
- Coordinated with the:
  - OC (FOP crew)
  - DOS (Timing)
  - Competition Director
  - TV
  - Chairman ITOs
  - Spectator Services
- Booth to be fitted with Technology
  - Audio
  - Video
  - Broadcast







# THE TOOLS

- VIDEO WALL  
... and its CONTENT

- AUDIO SYSTEM

Study the Venue, the Sports needs and then advise position, equipment specifications and so forth

- "VOICE(S)"  
(Commentators/Announcers)

- SPOTTERS





# THE PLAN

## WHAT TO SAY AND HOW

- Scripts prepared & approved in Coordination with FITA and the OC
- When & how to talk
- In what language(s)
- Who will give instructions to SP (FITA Event Director)







# TO BE ACHIEVED

ATHLETE COMFORT

SMOOTH EVENT

AN ENTERTAINING SHOW FOR  
ATHLETES, TELEVISION & SPECTATORS

PROMOTING the SPORT, the SPONSORS  
AND THE REGION







# ATHLETE COMFORT

- Believe It Or Not

## ATHLETES ARE NOT MACHINES.

- They are HUMAN and deserve RESPECT for the weeks, months or years of training spent to reach their level of competition.
- This RESPECT is afforded by
  - COMPETENT Competition Management
  - EFFECTIVE Sport Presentation



# THE JUDGES



- The role of the JUDGE (ITOs, NTOs & DOS) has become far more than just applying the rules to the sport & blowing whistles.
- They are needed more and more to give **FEEDBACK** and **REPORTING** on the performance of Presentation on the FOP (Chairman of Judges)



# TELEVISION

- Sport Presentation & Television have a very strained friendship. On one hand, the live crowd deserves to be entertained. On the other, excessive levels of noise can “bleed” over live television coverage, causing viewer problems. Careful planning helps to alleviate problems.
  - Identify and isolate problem areas
  - Consult on audio and video placement on/around FOP







# TELEVISION

- Zero Time is the Television time set for the start of the event
- Delays cause unnecessary problems for rights holders.
- Clear, effective communication is needed between Broadcast, Sport Presentation and Competition Management.





# AWARD CEREMONY

- **Victory Ceremony Cue Sheets**
  - coordinated with Ceremonies Mgr of the OC and FITA Protocol
- **Official Party**
  - Who will be presenting Medals, Flowers, Mascots, Cheques
  - Escorts
- **Organizing Committee**
  - Coordinate flags (approved by FITA and the TD)





# AWARD CEREMONY

- REHEARSAL
  - A "MUST HAVE"
  - Podium
  - Protocol
  - Anthems
  - Escort Party (usually Volunteers)
- FAST & WELL Organized
- NO DELAYS







# AWARD CEREMONY

MUST BE WELL PERFORMED!!!

*(ONE OF THE FITA GOALS)*





# AWARD CEREMONY

MUST BE WELL PERFORMED!!!

*(ONE OF THE WORLD CUP GOALS)*







# AWARD CEREMONY

- Once the Award Ceremonies have been concluded the Presentation Team
  - “winds” the event down
  - assists spectators to leave the Stadium in an orderly fashion
  - Music
  - Video







# SPORT PRESENTATION

WORK FOR OUR SPORT  
THE SHOW  
AND FOR YOU



# LET THE SHOW GO ON



## THANKS

*We're looking forward to  
working with you very soon!*





# LET'S MAKE ARCHERY...



a bigger...



... Sport

