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
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 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)
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)
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