

# UPDATE



Newsletter of the European Athletic Association

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## New EAA head office in Lausanne

# Start into a new 4 year period

Hansjörg Wirz

The year 2003 closes the current 4 year period of our competition programme, the TV agreement as well as the partnerships with our sponsors and the agent Octagon. As the situation shows we can be proud of the developments we were able to reach during these past years. We presented excellent European Championships in Munich as well as in Vienna. The U 23 European Championships in addition to the Junior Championships has been established as an important element in the development of the new generation in our sport. In addition we have increased the support to our member federations for the preparation of their athletes participating in our competition programme. Furthermore we added and established supplementary competitions in race walking, mountain running and throwing to guarantee sufficient competition possibilities. There still exists an important potential and even necessity for an adaptation to the changes of the society, the strengthening of the image of athletics and the different demands of the market to secure our income in the future.

For that reason we are working on a whole package of measurements, changes and adaptations to manage successfully the next four year period and the future. This procedure is not so easy, time consuming

and has to be done with respect to the difficult economical situation the whole world is facing at the moment.

According to the decision taken, we will change our domicile and start the new period in Lausanne at the beginning of the year 2004. This offers us the important possibility to centralise our head office. We have been able to find suitable office space in the centre of Lausanne, in an interesting building with a long tradition in sport. This move is not only an important step while concentrating our staff in one place to reach higher efficiency, but it also helps our federation to secure the non-profit status as well as tax exemption. In addition this allows us to control our marketing and TV rights which is an important issue in the present situation.

The economical situation influences the market. We had to learn that our way with an agent who takes care of our rights does not look very promising in the future. After a deep study and discussing the matter with outside experts as well as taking in consideration the recent experience with several bankruptcies of sport agents in Europe, we decided to follow a new way by controlling the rights ourselves and by cooperating with different agencies. With this procedure we intend to secure the sales and our income. As a consequence we will have to increase the service support

and event marketing activities at our new head office. Additional cost will however be compensated by lower commissions.

Another important issue is to revise our competition programme to ensure that all the investments are of high value and that the athletes will find excellent and useful competitions adapted to their needs and their performance level. Furthermore we have to present our sport in an attractive manner to maintain and increase the image of athletics.

Therefore the move to Lausanne is not only a change of the domicile, the move to Lausanne - the Olympic capital - is a step into a new period including the adaptation to the modern way of how a federation has to be operated. I thank you all for the support you have shown in the realisation of this important step.

I wish you a good start into the new year, all the best for you and your families as well as for our sport in your country. Finally I look forward together with you to the opening and an excellent start of our work in the new offices in Lausanne.

**hjwirz@bluewin.ch**  
Hansjörg Wirz (SUI) is President of the European Athletic Association



The new EAA Office at Avenue Ruchonnet 18 in Lausanne

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Fourth cross country gold for Sergiy Lebid

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3/03  
December

**The European Athletic Association moves its headquarters to Switzerland**

# From Darmstadt to Lausanne

**After eight years of domicile in the German city of Darmstadt the European Athletic Association will move its headquarters to Switzerland and build up a new office in Lausanne.**

«Switzerland is a multilingual country. Even the cities have different names in the different languages. So Luzern, located in the German part, is called Lausanne in French and Lugano in Italian». This anecdote from a US newspaper (quoted here without any prove of truth) reflects a bit the Swiss language knowledge some have but it is totally wrong concerning the names of the cities. Especially Lausanne as the biggest town of these three should be better known: As the city of the International Olympic Committee (IOC) and as the hometown of about 20 other sports federations and organisations. But Lausanne is a lot more...

Lausanne is the fifth biggest city in Switzerland. It is easy to reach from anywhere – by road (the A1/E25 and A9/E27 motorways), by rail (both the Swiss Federal Railway network and the French TGV Paris-Milan line), by air (just 60 kilometres from Geneva-Cointrin International Airport) and even by water with the Compagnie générale de navigation ferries plying Lake Geneva.

The provincial capital of the Canton of Vaud has a very rich history ... from Lousonna of the Roman era to Lausanne, the modern European city. It has always been a key point on the North-South route from the North Sea to the Mediterranean. Its «city», dominated by the 13th century Gothic cathedral (4 spires and

105 stained-glass windows), was built in the Middle Ages. With its 125'000 inhabitants (280'000 for Greater Lausanne), Lausanne cradled in its natural setting, which is reputed to be the most beautiful landscape in the world, is a city that lives in the country. It stands above Lake Geneva (the biggest lake in central Europe) and spreads amongst vineyards, fir forests and rolling countryside. Hardly surprising really when you think that it is still one of the greenest cities in Europe! It has been built in a hilly region, rising from Ouchy, its «bathing resort» (372m/1220'), to Le Chalet-à-Gobet, its «Winter resort» (876m/2874').

Lausanne was made the Olympic Capital in 1994. Ever since 1915, it has been home to the headquarters of the Inter-

## General information

**Surface of the commune:** 41.4 km<sup>2</sup>  
(+ lake = 13.4 km<sup>2</sup>)

**Climate:** Average daily temperature in January approx. 3 ° C  
Average daily temperature in July approx. 22 ° C

**Resident population by origin:**  
Swiss 82'000  
Non-Swiss 43'000  
Total 125'000 inhabitants

Total Lausanne urban area 280'000 inhabitants

**Time zone:** GMT + 1 (Summer time + 1 = March - October)

national Olympic Committee (IOC) and the main institutions relating to the Olympic Movement, as well as 18 international sports federations, all of which has contributed to making it the administrative capital of world sport.

The following sports federations have their Head Offices in Lausanne: aeronautics, archery, baseball, amateur boxing, chess, curling, cycling, equestrian, fencing, gymnastics, hockey, rowing, skating, swimming, table tennis, taekwondo, volleyball and wrestling.

The Olympic Museum, located above Lake Geneva, presents the history of the Olympic Movement, highlights of the Winter and Summer Games, sports technology, sport-related culture and demonstrations of competition sport, all by means of the very latest in museum technology. Its Olympic Documentation Centre, in addition to the IOC archives, contains 15'000 books, 250'000 photographs and 7'000 hours of film. In addition the Court of Arbitration for Sports (CAS), the Olympic Solidarity and the European Office of the World Anti-doping Agency are based in Lausanne.

As for athletics, the many major events in other sports apart (world championships, finishes of stages of various cycle races, etc.), Lausanne every year organises the Super Grand Prix Meeting Athletissima, the Lausanne Marathon (42.195 km through the vineyards overlooking Lake Geneva!) and the 20 km road race of Lausanne.

[www.lausanne.ch](http://www.lausanne.ch)  
[www.lausanne-tourisme.ch](http://www.lausanne-tourisme.ch)  
[www.ifsports-guide.ch](http://www.ifsports-guide.ch)

## 10th SPAR European Cross Country Championships in Edinburgh

# Fourth gold for Lebid, second for Radcliffe

**Defending senior men's champion Sergiy Lebid (UKR) has secured his place in the history books, with a record fourth win at the 10th SPAR European Cross Country Championships in Edinburgh. The Ukrainian, who started as race favourite, powered away from the rest of the field to record a stunning victory, in a time of 30:47, equalling Spaniard Paulo Guerra.**

Juan Carlos De La Ossa's second place helped the Spanish to the runner-up spot in the team competition, with France just pipping them at the post for the team gold, as both countries finished on 47 points.

Paula Radcliffe (GBR) set yet another record when she won the senior women's race becoming the first ever woman to win the title for a second time. Radcliffe, who won in a time of 22:04, was at the front from the start but had to see off a strong challenge from Ethiopian born Elvan Abeylegesse (TUR).

For the first time in the history of the Championships the Great Britain senior women's squad also secured a team victory. They dominated the competition with five athletes finishing in the top 12.

**Men (10.095 m):** 1. 172 Sergiy Lebid (UKR) 30:47. 2. Juan Carlos De La Ossa (ESP) 31:08. 3. Eduardo Henriques (POR) 31:15. 4. Tom Van Hooste (BEL) 31:18. 5. Yevgen Bozhko (UKR) 31:19. 6. Fabián Roncero (ESP) 31:23. 7. Mustapha Essaid (FRA) 31:26. 8. El Hassan Lahssini (FRA) 31:29. 9. Umberto Pusterla (ITA) 31:32. 10. Driss El Himier (FRA) 31:34. - 73 participants, 67 ranked. - **Teams:** 1. FRA 47. 2. ESP 47. 3. POR 65. 4. ITA 71. 5. BEL 96. 6. RUS. - 10 teams ranked.

**Women (6595 m):** 1. Paula Radcliffe (GBR) 22:04. 2. Elvan Abeylegesse (TUR) 22:13. 3. Aniko Kalovics (HUN) 22:26. 4. Sonia O'Sullivan (IRL) 22:36. 5. Hayley Yelling (GBR) 22:44. 6. Olivera Jevtic (SCG) 22:45. 7. Justyna Bak (POL) 22:47. 8. Elizabeth Yelling (GBR) 22:49. 9. Patrizia Tisi (ITA) 22:50. 10. Galina Bogomolova (RUS) 22:54. - 62 participants, 62 ranked. - **Teams:** 1. GBR 25. 2. IRL 78. 3. POR 84. 4. FRA 84. 5. RUS 114. 6. BEL 116. - 10 teams ranked.

**Junior Men (6595 m):** 1. Yevgeniy Rybakov (RUS) 20:52. 2. Anatoliy Rybakov (RUS) 20:52. 3. Aleksey Reunkov (RUS) 20:53. 4. Cosmin Suteu (ROM) 20:58.

5. Marius Ionescu (ROM) 21:04. 6. Mark Christie (IRL) 21:07. 7. F. J. Bachiller (ESP) 21:09. 8. Jeremy Pierrat (FRA) 21:12. 9. Alejandro Fernandez (ESP) 21:15. 10. Stefan Patru (ROM) 21:19. - 94 participants, 91 ranked. - **Teams:** 1. RUS 20. 2. ROM 31. 3. ESP 44. 4. GBR 92. 5. FRA 108. 6. GER 129. - 16 teams ranked.

**Junior Women (4520 m):** 1. Inna Polushkina (LAT) 15:32. 2. Snezana Kostic (SCG) 15:57. 3. Charlotte Dale (GBR) 16:04. 4. Volha Minina (BLR) 16:06. 5. Faye Fullerton (GBR) 16:07. 6. Viktoria Trushenko (RUS) 16:10. 7. Azra Eminovic (SCG) 16:20. 8. Regina Khamzina (RUS) 16:23. 9. Dani Barnes (GBR) 16:23. 10. Binnaz Uslu (TUR) 16:24. - 76 participants, 72 ranked. - **Teams:** 1. GBR 32. 2. RUS 53. 3. GER 63. 4. ROM 112. 5. BLR 116. 6. ESP 129. - 13 teams ranked.

- 1 Sergiy Lebid (UKR)
- 2 Top top three Junior Women (from left): Snezana Kostic (SCG/2nd), Inna Polushkina (LAT/1st) and Charlotte Dale (GBR/3rd)
- 3 The top three Women (from left): Aniko Kalovics (HUN/3rd), Elvan Abeylegesse (TUR/2nd) and Paula Radcliffe (GBR/1st)
- 4 The Russian clean sweep in the Junior Men's race: Winner Yevgeniy Rybakov (in front left), twin brother Anatoliy Rybakov and behind Aleksey Reunkov





«Waterford Crystal European Athlete of the Year Trophy 2003»

## Swedish double by Klüft and Olsson

**The Swedish heptathlete Carolina Klüft and her compatriote triple jumper Christian Olsson have been elected unanimously as winner of the «Waterford Crystal European Athlete of the Year Trophy 2003»**

**Stefan Gadd**

During the World Championships in Paris, journalists named her «the blonde tornado». And the metaphor isn't wrong. Carolina Klüft, 20, has in 2003 taken the world of athletics by storm.

Her performance in Paris was astounding. After two failures in the long jump she made a successful third attempt and ended up with 7.001 points setting per-

sonal best in five events and, of course, the gold medal.

Before the European Championships in Munich in August 2002, where she became the European reigning queen of Heptathlon, not many people knew her name. But since then Carolina Klüft has won practically everything there is to win and has received numerous prizes and awards.

Her hometown, Växjö, in the county of Småland has made her honorary citizen and she has received the «Bragdguldet», the most prestigious Swedish sports award.

But to Carolina the environment and the family is more important, it seems, than all awards and medals in the world.

«Of course sports are important to me, but even more important are my friends and my family. They will still be around when I'm not competing any more.»

It is with some reluctance that she accepts her status as superstar and the fuss around her. Carolina still considers herself to be an ordinary Swedish girl, but now journalists from all over the world keep asking for interviews.

«I don't reflect so much upon what the papers write or what people say. But of course it's positive if people enjoy the sport and especially if kids take up athletics.»

Her motto is simple: «I just want to have fun, and athletics is fun. It's fun to exercise and it's fun to compete and to see how far you can go. I don't compare myself to the other athletes, it's just me against my own results», she says and refuses to highlight any of her achievements above the other.

Carolina is just one of several talented young Swedish athletes at the moment. In Munich, Birmingham, and Paris, Sweden won more medals than ever before.

«I don't know why Sweden has become so successful, but we have a very strong team with good coaches and a very good spirit within the team. The atmosphere is excellent which gives a mental strength and provides perfect harmony,» she says.

Currently, she is preparing for the indoor season. And the Olympic Games in August will of course be a great challenge for Carolina.

«Yes, but I don't think so much about that. I prefer to take one competition at a time, and right now it's the indoor championships.»

### Olsson won all his outdoor competitions

Christian Olsson got, according to his trainer, a few poor results in the beginning of 2003. If so, it was probably only a good sign. The rest of the season Olsson completely dominated his sport.

Last season triple jumper Christian Olsson participated in 15 outdoor competitions. Not only did he win them all, on average he won by a margin of more than 50 centimetres. His two best performances was in Gateshead in mid-July, and in Paris one month later.

«He was in very good shape in Paris. I thought he had the physical ability to jump 18 metres. But in a major event, you compete primarily to win and Chris-

tian was superior to his opponents,» says his trainer Yannick Tregaro.

This wasn't really the case in the beginning of 2003. In February Christian had problems with his indoor performances and Yannick Tregaro had to revise the training programme. This gave not only physical strength, but also improved self-confidence.

Since then Christians opponents has ended up far behind him. Had competition been tougher, maybe the results would have been even better.

«Paradoxically, it is a bit of a problem. Now Christian has to prepare himself mentally and to set his own goals. He has to continue to train hard in order to develop, because he has a lot more to give,» says Tregaro.

Christian Olsson, 23, is the new king of the triple jump since Jonathan Edwards has stepped down from the throne. But he may soon have rivals. There are a young jumpers like Cuban Yoandri Bantzoz or Romanian Marian Oprea that might challenge Olsson in future.

Christian was born in Gothenburg on the Swedish west coast. He started with sports in 1990, first with high jump before he switched to triple jump. His first trainer was the legendary Viljo Nousiainen who also trained another Swedish star, high-jumper Patrik Sjöberg.

For Christian the past two and half years has been like a saga. Since June 2001 he has done 55 outdoor competitions, and has jumped passed the 17 metres-line in 53 of them. Last season 52 out of 64 jumps, or 80 per cent, was beyond 17 metres.

«The season 2003 has been hectic and long. But we are, of course, very pleased with the results. A very important year awaits us, and I feel confident that Christian will perform very well also in 2004,» Tregaro says.

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Stefan Gadd SWE is Media Chief of the European Championships 2006 in Göteborg

## Rankings

### MEN

| Athlet                     |     | Media | Member Fed's | Public | TOTAL |
|----------------------------|-----|-------|--------------|--------|-------|
| 1 Olsson Christian         | SWE | 1     | 1            | 1      | 3     |
| 2 Korzeniowski Robert      | POL | 2     | 2            | 2      | 6     |
| 3 Gibilisco Giuseppe       | ITA | 3     | 3            | 4      | 10    |
| 4 Alekna Virgilijus        | LTU | 5     | 4            | 3      | 12    |
| 5 Sebrle Roman             | CZE | 4     | 5            | 9      | 18    |
| 6 Baala Mehdi              | FRA | 7     | 6            | 7      | 20    |
| 7 Makarov Sergey           | RUS | 6     | 10           | 5      | 21    |
| 8 Borzakovskiy Yuriy       | RUS | 10    | 7            | 6      | 23    |
| 9 Holm Stefan              | SWE | 8     | 8            | 8      | 24    |
| 10 Raquil Marc             | FRA | 9     | 9            | 11     | 29    |
| 11 Campbell Darren         | GBR | 13    | 11           | 10     | 34    |
| 12 Baldini Stefano         | ITA | 12    | 12           | 14     | 38    |
| 13 Fazekas Robert          | HUN | 14    | 18           | 15     | 47    |
| 14 Annus Adrian            | HUN | 15    | 20           | 12     | 47    |
| 15 Iakovakis Periklis      | GRE | 19    | 13           | 17     | 49    |
| 16 Tikhon Ivan             | BLR | 21    | 15           | 13     | 49    |
| 17 Mikhnevich Andrey       | BLR | 17    | 17           | 16     | 50    |
| 18 Fernandez Francisco     | ESP | 18    | 14           | 18     | 50    |
| 19 Belonog Yuriy           | UKR | 11    | 21           | 24     | 56    |
| 20 Rey Julio               | ESP | 16    | 19           | 23     | 58    |
| 21 Lamela Yago             | ESP | 24    | 16           | 22     | 62    |
| 22 Martin Eliseo           | ESP | 20    | 23           | 20     | 63    |
| 23 Vaernik Andrus          | EST | 23    | 24           | 19     | 66    |
| 24 Walerianczyk Aleksander | POL | 22    | 25           | 21     | 68    |
| 25 Skurigyn German         | RUS | 25    | 22           | 25     | 72    |

### WOMEN

| Athlet                      |     | Media | Member Fed's | Public | TOTAL |
|-----------------------------|-----|-------|--------------|--------|-------|
| 1 Klüft Carolina            | SWE | 1     | 1            | 1      | 3     |
| 2 Radcliffe Paula           | GBR | 2     | 2            | 2      | 6     |
| 3 Barber Eunice             | FRA | 3     | 3            | 4      | 10    |
| 4 Feofanova Svetlana        | RUS | 4     | 4            | 5      | 13    |
| 5 Ayhan Sureyya             | TUR | 6     | 6            | 3      | 15    |
| 6 Bergqvist Kajsa           | SWE | 5     | 5            | 6      | 16    |
| 7 Lebedeva Tatyana          | RUS | 7     | 8            | 7      | 22    |
| 8 Isinbayeva Yelena         | RUS | 8     | 7            | 8      | 23    |
| 9 Manjani Mirela            | GRE | 10    | 10           | 10     | 30    |
| 10 Kelesidou Anastasia      | GRE | 13    | 9            | 12     | 34    |
| 11 Dominguez Marta          | ESP | 18    | 13           | 9      | 40    |
| 12 Holmes Kelly             | GBR | 11    | 12           | 18     | 41    |
| 13 Montebrun Manuela        | FRA | 15    | 11           | 15     | 41    |
| 14 Becker Annika            | GER | 9     | 23           | 11     | 43    |
| 15 Kotova Tatyana           | RUS | 14    | 15           | 14     | 43    |
| 16 Pechonkina Yuliya        | RUS | 12    | 17           | 16     | 45    |
| 17 Ostapchuk Nadezhda       | BLR | 22    | 14           | 13     | 49    |
| 18 Kapachinskaya Anastasiya | RUS | 16    | 21           | 19     | 56    |
| 19 Kuzenkova Olga           | RUS | 17    | 19           | 22     | 58    |
| 20 Shikolenko Tatyana       | RUS | 20    | 18           | 23     | 61    |
| 21 Yatchenko Irina          | BLR | 24    | 20           | 17     | 61    |
| 22 Kuptsova Marina          | RUS | 19    | 22           | 21     | 62    |
| 23 Tomashova Tatyana        | RUS | 23    | 16           | 25     | 64    |
| 24 Krivelyova Svetlana      | RUS | 21    | 25           | 20     | 66    |
| 25 Nikolayeva Yelena        | RUS | 25    | 24           | 24     | 73    |

**The EAA Athletes' Commission met in Rethymno**

## A liaison at EAA events

**The introduction of an official athletes' representative at EAA events, a partly positive attitude to European Championships every second year and a closer co-operation with the IAAF Athletes' Commission are some key subjects discussed by the EAA Athletes' Commission at its meeting in Rethymno (GRE).**

For the bigger EAA events the Athletes' Commission expressed its request to have an official liaison person who can be a contact for the participants, collecting feedback but also bringing this input more directly into the EAA and the local organisation.

Like within other groups involved in the decision making process also the athletes

do not have a clear and common sense about the frequency of the European Outdoor Championships.

It is an additional chance for young athletes as well as for those not belonging to the tops, was one of the opinion. There are already too many competitions and athletes cannot be in best shape for both, European Championships and Olympic

Games, in the same year, was another one.

As a conclusion of a long discussion the Athletes' Commission judged the change of the frequency generally as a good step, meanwhile the group underlined that it should not be expected that the top athletes will take part in Olympic years. So maybe also another title for this event should be taken into consideration.

Furthermore the Athletes' Commission expressed the will to achieve a closer co-operation with the IAAF Athletes' Commission. The French Stéphane Diagana, who is member of both commission, will act as a link between the two groups.



The EAA Athletes' Commission (from left): Nuno Fernandes (POR), Thorey Edda, Elisdottir (ISL), Philippe Lamblin (FRA/Vice Chair), Kim Gevaert (BEL), Valentin Kononen (FIN), Irena Szewinska (POL/Chair), Stéphane Diagana (FRA), Ivan Khodabakhsh (EAA Technical Manager). Not present: Fiona May (ITA)

## CEO Seminar in Budapest

# Working Together for Athletics in Europe

**Chief Executive Officers and other leaders from 42 European athletic federations met for three days for the EAA CEO Seminar in Budapest, Hungary 14-16 November.**

### Bill Glad

Entitled Working Together for Athletics in Europe, the fourth edition of the biennial seminar was designed to facilitate discussion between the more than 80 participants and invited representatives of key groups in athletics and to generate ideas for the development of the sport.

On Day 1 of the seminar, keynote speeches were given by EAA President Hansjörg Wirz and IAAF General Secretary Istvan Gyulai. Both highlighted the importance of European athletics to the IAAF and the sport worldwide.

Wirz also explained that the development of athletics in Europe had to address improving the sport's product and its systems for delivering the product. Gyulai said that it was important for the EAA and IAAF to co-ordinate strategy on

all issues, including the competition calendar, marketing policy and event presentation.

Day 2 featured presentations by athlete Mikaela Ingberg (FIN), coach Max Jones (GBR), Athlete Representative Attila Spiriev (HUN) and meeting organiser Wilfried Meert (BEL). Each provided ideas on their respective group's needs and expectations from the sport and its governing bodies.

There were also two workshop sessions, for which the participants broke into six smaller groups to discuss the main presentations and a series of pre-selected issues before reporting to the main group in a plenary session.

The seminar concluded with a discussion by a panel comprising Wirz, Gyulai, IAAF Vice President and Development Com-

mission Chairman Amadeo Francis (PUR) and EAA Development Committee Chairman Janez Aljancic (SLO).

Reports on the main presentations and other aspects of the seminar are being compiled by an EAA appointed working group and will be available from the EAA Office before the end of the year.

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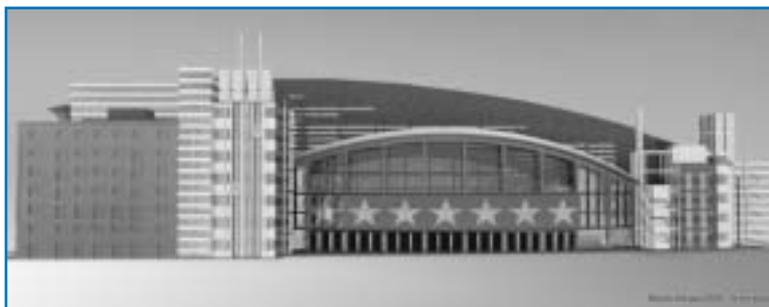
## 28th European Indoor Championships 2005 in Madrid (ESP)

# Arena construction on time

**Top:**  
View at the construction area of the new indoor arena

**Middle:**  
How the new hall will look in the future

**Bottom:**  
Partly the old tribune will be included in the new arena



**With less than 15 months to go the construction of the new Palacio de Deportes in Madrid (ESP) for the 28th European Indoor Championships is on time.**

Unusual for newly built sports arenas the hall in Madrid is located in the heart of the city. At the Calle de Goya, one of the main shopping streets, the Spanish capital gets a new multifunctional indoor stadium. In a very lively area beside the national production side for money and stamps the sports hall is based partly on element remained from the old arena which burned down on 28 June 2001.

The city of Madrid as owner of the hall invests around 100 million Euro for the new construction which fits not only for athletics but for many other sports like basketball, volleyball, handball, indoor football, boxing and tennis as well as for different kind of concerts and shows. For athletics the setup allows to have around 6400 spectator seats.

«We are on time with the work», head architecte Enrique Hermoso Lera said to the EAA representatives and to the LOC for the European Indoor Championships 2005 at a recent site visit. About 400 people are currently working in the different areas, and as soon as the roof is completed some more will be added.

For the fourth time Spain hosts the European Indoor Championships: 1977 they took place in San Sebastian, 1986 in Madrid in the old hall, which was opened in 1960, and 1998 in Valencia. The 28th edition of this event will be held from 4 to 6 March 2005. Two weeks before the National Indoor Championships will be organised at the same place.

# Figures & Facts

## EAA Outdoor Meetings 2003 Evaluation

based on IAAF Scoring Tables of Athletics, 2003 edition by Bojidar Spiriev as at 17 September 2003

| 2003 | 2002 | 2001 | Meeting                                       | Venue             | Date   | Score |
|------|------|------|---|-------------------|--------|-------|
| 1    | 1    | 2    | Vardinoyiannia                                | Rethymno/GRE      | 06.07. | 82847 |
| 2    | 3    | -    | G.P. Ciudad de San Sebastian<br>Reebok Trophy | San Sebastian/ESP | 10.08. | 82731 |
| 3    | 5    | -    | Zywiec Cup                                    | Poznan/POL        | 29.06. | 82487 |
| 4    | 4    | 4    | Spitzen Leichtathletik                        | Luzern/SUI        | 25.06. | 82476 |
| 5    | 7    | 3    | Venizelia                                     | Chania/GRE        | 09.06. | 80772 |
| 6    | 14   | 15   | Kusocinski Memorial                           | Warszawa/POL      | 15.06. | 79924 |
| 7    | 13   | 7    | Meeting Citta di Padova                       | Padova/ITA        | 06.07. | 79357 |
| 8    | 18   | -    | Tallinn 2003                                  | Tallinn/EST       | 30.07. | 79188 |
| 9    | 12   | 10   | 39th Palio Citta' Della Quercia               | Rovereto/ITA      | 10.09. | 78568 |
| 10   | 16   | 9    | 14. Intern. Lausitzer Meeting Cottbus         | Cottbus/GER       | 04.06. | 78492 |
| 11   | 11   | 16   | Papaflessia                                   | Kalamata/GRE      | 31.05. | 78322 |
| 12   | 15   | -    | Bupa Ireland Cork City Games                  | Cork/IRL          | 05.07. | 78085 |
| 13   | 19   | 14   | Olympic Champion Prizes                       | Kiev/UKR          | 27.05. | 77785 |
| 14   | 23   | 19   | Savo Games                                    | Lapinlahti/FIN    | 13.07. | 77192 |
| 15   | 25   | 22   | EAA Ljubljana 2003                            | Ljubljana/SLO     | 01.06. | 76755 |
| 16   | 17   | 20   | 31st Gran Premio Diputacion<br>de Salamanca   | Salamanca/ESP     | 15.07. | 76251 |
| 17   | 20   | 18   | Evli Karelia Games                            | Lappeenranta/FIN  | 03.08. | 76101 |
| 18   | 24   | -    | Riga 2003                                     | Riga/LAT          | 12.06. | 76017 |
| 19   | 26   | 21   | 58th Cezmi Or Memorial                        | Istanbul/TUR      | 07.06. | 74285 |
| 20   | 22   | 11   | X Meeting International of Madeira            | Funchal/POR       | 27.07. | 74237 |
| 21   | 21   | 12   | Gustav Sule Memorial                          | Tartu/EST         | 17.06. | 72394 |

## EAA Events 2004

|            |   |                   |
|------------|---|-------------------|
| 14.02.     | European Indoor Cup   | Leipzig (GER)     |
| 13.-14.03. | European Winter Throwing Challenge                                    | Malta (MLT)       |
| 03.04.     | European 10000m Challenge   | Maribor (SLO)     |
| 19.-20.06. | SPAR European Cup   | Bydgoszcz (POL)   |
| 19.-20.06. | European Cup First League Group A                                     | Plovdiv (BUL)     |
| 19.-20.06. | European Cup First League Group B                                     | Istanbul (TUR)    |
| 19.-20.06. | European Cup Second League Group A                                    | Reykjavik (ISL)   |
| 19.-20.06. | European Cup Second League Group B                                    | Belgrade (SCG)    |
| 03.-04.07. | European Cup Combined Events<br>Super League Men – First League Women | Tallinn (EST)     |
| 03.-04.07. | European Cup Combined Events<br>Super League Women – First League Men | Hengelo (NED)     |
| 03.-04.07. | European Cup Combined Events Second League                            | Riga (LAT)        |
| 04.07.     | European Mountain Running Championships                               | Korbielow (POL)   |
| 12.12.     | SPAR European Cross Country Championships                             | Heringsdorf (GER) |

| EAA Events 2004  | EAA Events 2004  | Others   |
|--|--|--|
| European Indoor Cup Leipzig / GER<br>(14 February)<br><a href="http://www.european-indoorcup.com">www.european-indoorcup.com</a> | European 10000m Challenge Maribor /<br>SLO (3 April)<br><a href="http://www.ss-gazela-drustvo.si">www.ss-gazela-drustvo.si</a> | IAAF World Indoor Championships in<br>Athletics 2004 Budapest / HUN<br>(5 - 7 March)<br><a href="http://www.wic2004.com">www.wic2004.com</a> |

# Figures Facts & Figures



## IMPRESSUM

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Association Européenne d'Athlétisme**

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## The Europeans at the World Championships 2003

### EXPECTED MEDALS ACHIEVED

With 17 gold, 26 silver and 27 bronze medals the European athletes fulfilled at the World Championships in Paris almost exactly the predicted result. A lower number in Jumps and Combined Events was equalled in Sprints, Walking and Relays.

| Event Group              | Prediction |           |           | Result    |           |           | Comment |
|--------------------------|------------|-----------|-----------|-----------|-----------|-----------|---------|
|                          | G          | S         | B         | G         | S         | B         |         |
| Sprints                  | 0          | 1         | 1         | 0         | 1         | 3         | +       |
| Middle and Long Distance | 1          | 4         | 6         | 1         | 6         | 4         | =       |
| Hurdles                  | 0          | 1         | 2         | 0         | 0         | 3         | =       |
| Jumps                    | 6          | 5         | 7         | 5         | 4         | 5         | -       |
| Throws                   | 6          | 8         | 7         | 7         | 7         | 7         | =       |
| Combined Events          | 2          | 1         | 3         | 1         | 2         | 1         | -       |
| Walk                     | 2          | 1         | 3         | 2         | 3         | 3         | +       |
| Relays                   | 0          | 3         | 1         | 1         | 3         | 1         | +       |
| <b>Total</b>             | <b>17</b>  | <b>24</b> | <b>30</b> | <b>17</b> | <b>26</b> | <b>27</b> |         |

### MEDAL PLACINGS PARIS 2003

| Area         | G         | S         | B         | Total 03   | Percentage | +/- |
|--------------|-----------|-----------|-----------|------------|------------|-----|
| Africa       | 11        | 6         | 5         | 22         | 15,9       | -2  |
| Asia         | 1         | 1         | 7         | 9          | 6,5        | +5  |
| Europe       | 17        | 26        | 27        | 70         | 50,7       | +1  |
| NACAC        | 15        | 13        | 6         | 34         | 24,6       | -5  |
| Oceania      | 1         | 0         | 0         | 1          | 0,7        | -1  |
| S-America    | 1         | 0         | 1         | 2          | 1,4        | +1  |
| <b>Total</b> | <b>46</b> | <b>46</b> | <b>46</b> | <b>138</b> | <b>100</b> |     |

\* ) 2 Silver in HJ men      \*\* ) 2 Bronze in 200m men

## A big «thank you» to long time sponsor SPAR

On the occasion of the EAA/LOC Dinner at the 10th SPAR European Cross Country Championships in Edinburgh (GBR) EAA President Hansjörg Wirz (left) expressed a special «thank you» to the long time main sponsor SPAR international. The sponsorship lasts already for eight years and it was expanded for another four years in spring 2003. Dr Gordon Campbell (right), managing director of SPAR international, compared in his speech the two organisations which have certain similarities. Both are based on a European wide structure and both needs hard work to keep the attractivity and the position in the market, Campbell said.



**Tony Webb joins the EAA team as marketing consultant**

# More than two decades of athletic experience

**After having worked for more than two decades for the marketing partner of the European Athletic Association Tony Webb (GBR) will in the future act as a marketing consultant for the EAA. This step follows the EAA decision not to have anymore an exclusive marketing partner like in the past with Octagon and API, but to work with several agencies and to build up its own team.**

## *What makes athletics so attractive for you?*

I came into the world of athletics in 1982 as coordinator of the sponsors, IAAF and Finnish LOC for the 1st World Championships in Helsinki.

### Short biography

Tony Webb was born in 1948 and schooled in London. His first home was near the famous cricket ground of the Oval and a short walk from the birthplace of the silent-screen comic Charlie Chaplin.

During his senior school years, captained the 1st XV rugby team.

A young scuba-diver, swimmer, amateur rally driver, squash player, aircraft simulator flyer and more recently mountain biker.

Prior to his athletics career, which has also included working with many of GPs in Europe and many city centre marathons, worked for 10 years as project manager for other sports such as cricket (one-day and Test Series), tennis (Davis and Federations Cups), rugby (1st Rugby World Cup), squash, hockey, table tennis, snooker, darts and football (European Championships and European Cups). Licensed Merchandise Manager for Football World Cup, Spain 82.

Travelled extensively throughout his career including USA, Japan, Australasia and Europe.

The attraction for me has been the challenge and satisfaction of working with so many different and interesting people within the athletics family who have different views and objectives.

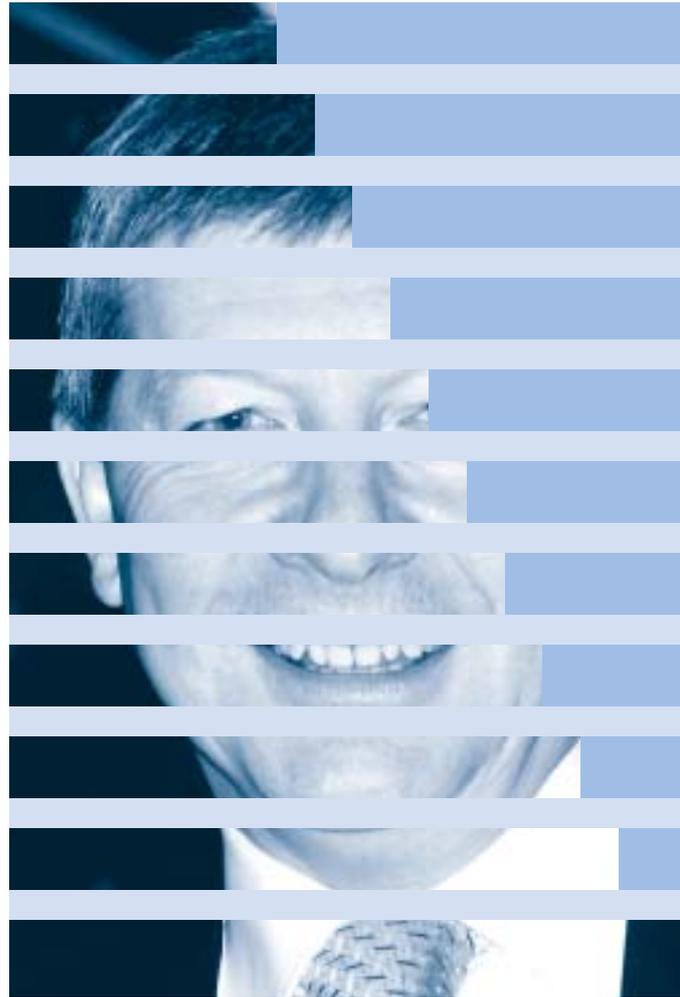
## *What's the position in the hard sponsorship market?*

Sponsorship revenue continues to grow world-wide and more and more commercial companies now use the medium of sport sponsorship as part of their communications mix.

The position now is for commercial companies to be far more critical and objective about their sponsorship spend. It is no longer enough to say that events achieve so many hours of broadcast and reach so many viewers.

Consumers now look for personal relevance and have a relationship with the brands they buy. Using a sport such as athletics therefore has to have a relevance to the brand's strategy – does it fit with the values of the sport. If there is no match, there is unlikely to be a sponsorship deal.

The biggest challenge is to understand that a sponsor usually has a brand-driven strategy – but what we currently offer when we sell athletics packages is platform-driven and we have to invest our time in bringing the two together.



## *How can athletics keep its importance and its value?*

The choice of athletics as a sponsorship medium is under greater pressure than ever before. More and more sports understand that if they wish to be of interest to commercial companies they have to remain relevant to commercial objectives. Many sports have made significant changes, without compromising their integrity.

As well as this, athletics must keep its value in the commercial marketplace by

continuing to provide good television exposure, something that has been diminishing over recent years due to the increasing number of cameras. This has to be balanced with the needs of a sponsor who has to achieve a fair return on its investment through on-screen exposure.

***What are the biggest changes and the most important development this sport has done in the last two decades? What is better than in the past? What is worse?***

Having now worked on so many EAA events over the past 20 years, including 5 European Championships, I can say that I have seen significant change, most for the better. The sport in general, I feel, has become much more professional in its approach to running events. The EAA in particular has invested much of its time in analysing problem areas and finding solutions. Much of this has been through its various manuals and delegate positions, resulting in a much more structured approach to its work.

The main element which could be considered worse now than in the past is only that we now have to offer a more comprehensive and professional structure to satisfy the commercial partners and this is more demanding of people and funds, but is absolutely necessary if we are to have a bright future.

***How do you judge the EAA activities comparing to the world reigning body IAAF?***

I only hear third hand what the IAAF does in its support of sponsors, but I do believe the EAA's approach is well respected and continues to provide the basis of a positive and rewarding partnership between all those involved.

***What are your goals for the future work, not anymore as an external partner but as a part-time internal consultant? What has the EAA to do in the future?***

My goals for my work with the EAA are

many. With my long experience in a number of areas such as sales, project management, contract negotiation and LOC liaison for the EAA and sponsors, I believe there is much I could do.

My new work is much of what I already did with Octagon - co-ordinating all international and national marketing activity. However, the short-term goal is to assist in securing sponsors needed for the new marketing period and to ensure that their involvement with the various EAA events achieves their objectives.

With the decision not to use an external marketing partner, the EAA now needs to look at the marketplace through com-

mercial eyes. Commercial market information, trends, contacts – all this needs to be ongoing so as to remain up to date and relevant in a very tough commercial world.

***What is your greatest experience in your long-time work with EAA and at its events?***

There have been so many great occasions – especially the final hours of each European Championships. The work we do is mostly unseen, but at this time you have the chance to believe that you have played your part in something very special to so many people.



Tony Webb (55) received the EAA Plaque of Merit at the Congress 2003 in Athens (GRE).

