

CEO CONFERENCE

Minsk, Belarus - 8-10 April 2016

Parallel Group Work Reports

Report Prepared by:

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Breakout Group I

Chair:

Nick Davis, EA Development
Commission

Workshop Facilitator:

Charlie Greenwood, LiveWire Sports

Participating Federations:

CZE	FIN	FRA
GER	GBR	ITA
NED	NOR	POL
RUS	SWE	

Session 1: General Discussion

- **Members were of the view that the brand of athletics still remains an important issue that must be discussed seriously**
- **Some members thought even though youth participation rates have increased and there has been a great interest in the area of mass participation, the elite level is still the driver of the sport**
- **As an Athletic family we must find ways to ensure elite sport remains attractive, entertaining and engaging to the spectators and the wider audience.**
- **An example of another approach is France who has a new strategic focus based on three pillars: Running, Health and Education**

Session II: Views on Digital Strategy

- There was a consensus that the use of Digital media was critical to the sport engaging with modern audiences
- EA and Federations should work closely with their broadcast partners to incorporate digital strategies and campaigns into the delivery of the sport product.
- Investments should be considered into digital tools such as consumer based apps which can help to increase the spectator experience at major events e.g. European Championships
- EA and Federations should look into using consumer behaviour trends to customize their platforms/channels towards visitors areas of interest and also use targeted social media marketing

Breakout Group II

Chair:

Bill Glad, EA Staff

Workshop Facilitator:

Neil Pakieto, LiveWire Sports

Participating Federations:

ARM	AZE	BEL
BIH	BUL	CRO
EST	GEO	LAT
LTU	MDA	SRB
SLO	UKR	

Session I : General Discussion

1. **Priorities for restoring credibility:**
 - **Transparency**
 - **Integrity**
 - **Innovation**
 - **Communication**
2. **Need to strengthen the club system**
3. **Support for a values-based the education system**
4. **Need to communicate the positive stories about the sport**
5. **Need to explain change to stakeholder groups**
6. **Need to facilitate better governance at the Member Federation level**
7. **European Athletics President to continue dialogue with national governments**
8. **MF support for “I RUN CLEAN” programme**

Session II : Views on Digital strategy

Current situation:

- Most federations use social media to some extent
- Human resources for social media limited
- Under developed social media strategy
- No federation with systematic monitoring

Social media strategy recommendations:

- Keep it simple - Quality communication through one or two social media platforms.
- Be prepared to invest , particularly in training
- Leverage athletes with established followings
- Gain momentum by linking with events from different sports
- MFs need to control content
- Identify activities with free rights for video

Breakout Group III

Chair: Marton Gyulai, EA Council

Workshop Facilitator: Tom Jackson, LiveWire Sports

Participating Federations:

AUT	DEN	HUN
IRL	ISR	POR
SLO	ROU	SUI
TUR		

Session I : General Discussion

Priorities:

- Restore credibility
- Story telling and engaging the public
- Less officials and more athletes
- High performance vs grassroots
- New rules and new events

Proposals:

- 'Gamification'
- Changing some rules and taking advantage of technology
- Market Research

Session II : Views on Digital strategy

Ideas:

- Tailor made content for each platform
- Hash tag name of event on screen/everywhere
- Combining Influencers (athletes)
- Cross promotion of events and activities on all platforms

Proposals:

- Free images available to all federations
- European directory of hash tags and athletes user names on various platforms
- Using hash tags as promotional video at events (AOY Gala)

Breakout Group IV

Chair:

Marko Vasic, EA Staff

Workshop Facilitator:

Mike Lawrence, LiveWire Sports

Participating Federations:

ALB	AND	CYP
MKD	GIB	ISL
KOS	LIE	LUX
MLT	MON	MNE
SMR		

BRAND BUILDING ELEMENTS

PRODUCT

Extending the product from athlete focussed to the audience focussed. Also, bringing in-stadium events to out of stadia

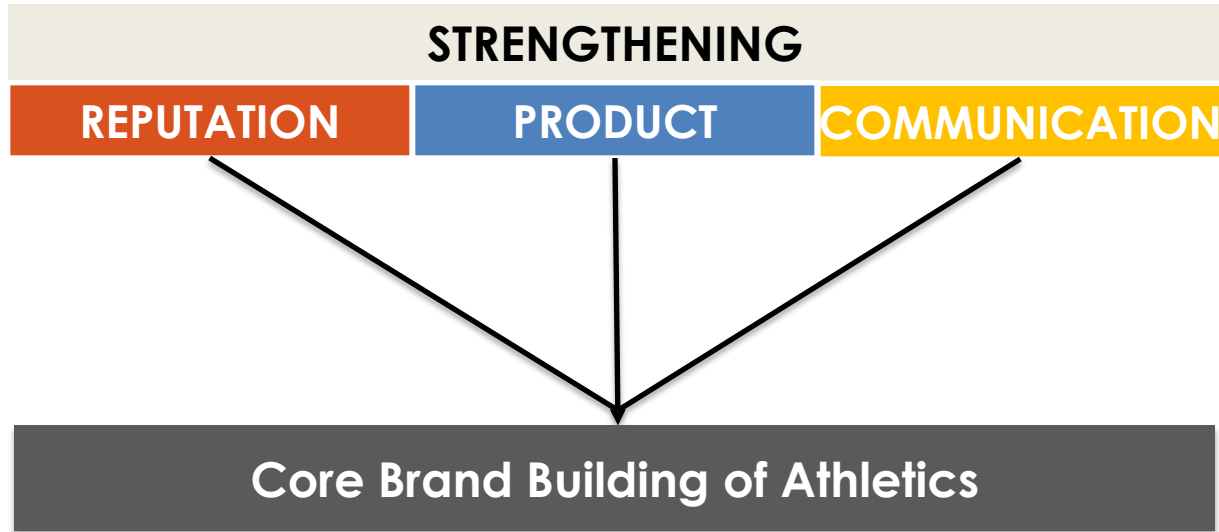
REPUTATION

(RE)Building the reputation and also extending the reputation of athletics as an inclusive sport

COMMUNICATION

Transition from 'traditional' media to social media and eventually creating an EA/IAAF TV channel or web stream platform to broadcast athletics at real-time

BRAND BUILDING ELEMENTS



CONCLUSION

We are recognised as a major sport BUT
We still need to become a major brand

Session II: Views on Digital Strategy

- Facebook is the most preferred social network
- There should be a culture of sharing between MFs
- Use hashtags to get more followers on Instagram and twitter
- Target specific marketing, for more visibility, FB ads as well
- Drive promotion through volunteers social media by engaging with them more closely