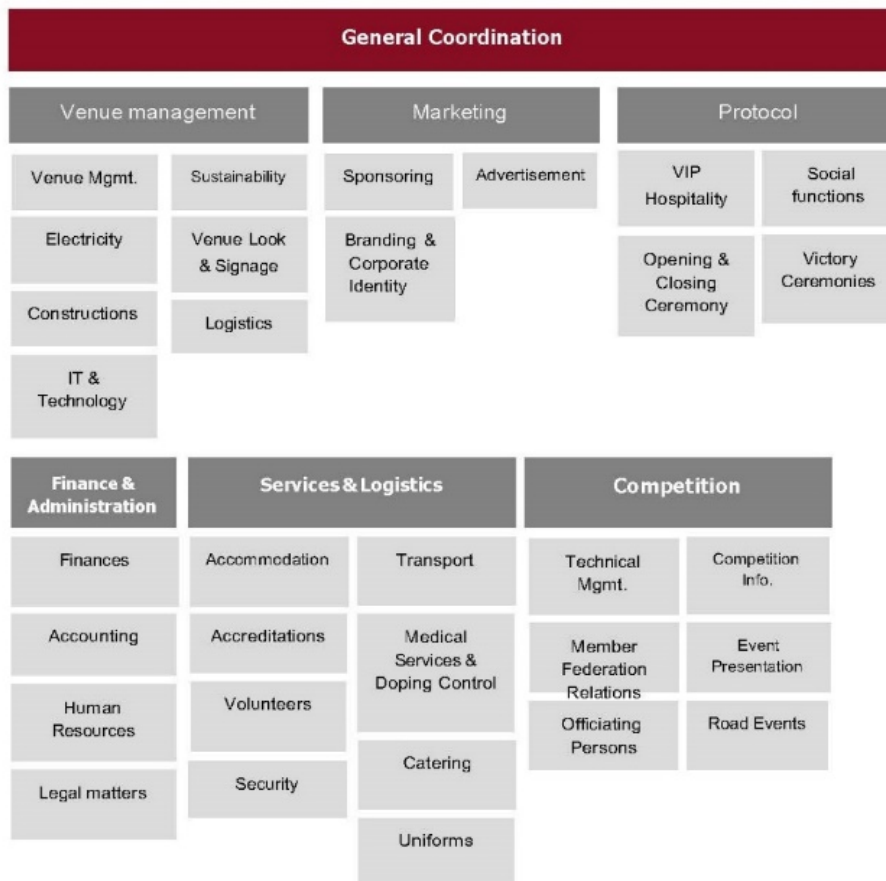


## Session IV, Practical session

### *LOC structure and recruitment*



### LOC

- LOC President
- Meeting director / Event Coordinator
- Competition director
- Meeting coordinator
- Event presentation
- Accommodation Manager
- Transportation Manager
- Marketing Manager
- Protocol Manager
- IT&Accreditation Manager
- PR&Media Manager
- Medical Delegate
- Anti-Doping DElegate
- Volunteers Manager
- Administration Manager
- Finance

### Competition Organisation

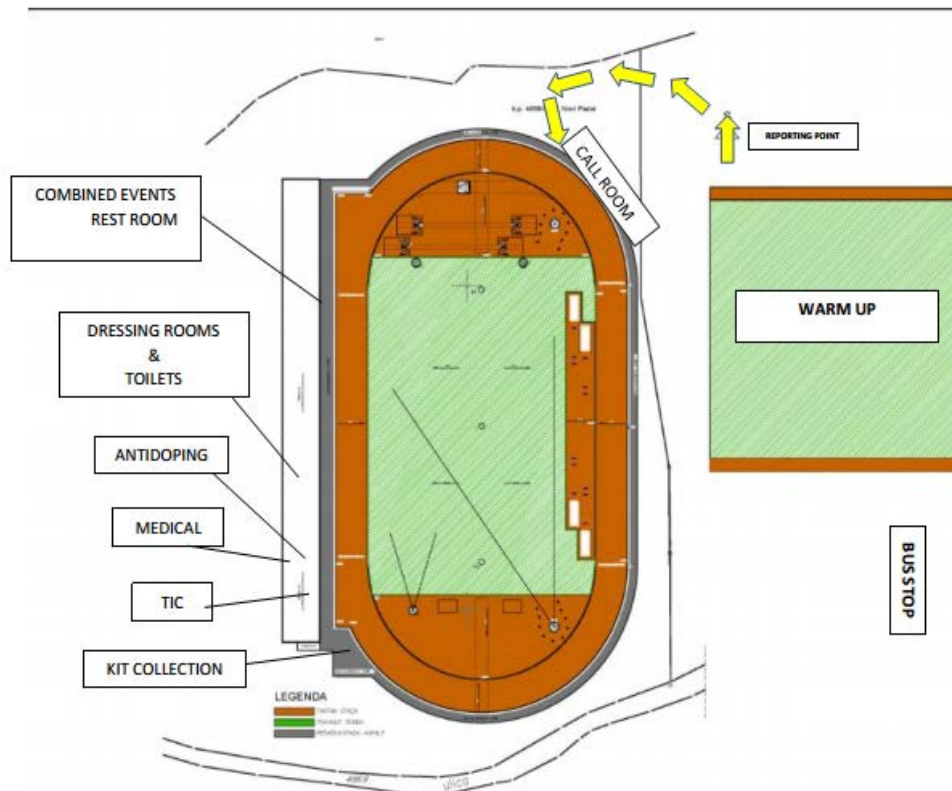
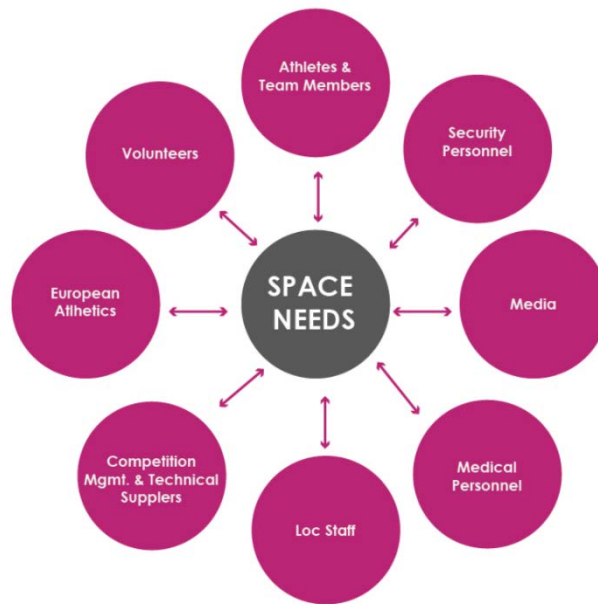
- Competition director
- Technical Delegate
- Meeting Manager
- Technical Manager
- Event presentation Manager
- Judges Coordinator
- Start Referee
- Call Room Referee
- Photofinish Judge
- Track Referee
- Competition Secretary
- TIC Manager
- Chief Marshall
- Jury of Appeal



**Session V, Practical session**

*Venue set-up, Facilities*

- Venue map with Facilities
- Competition Area
- Equipment list



## **Session VI, Practical session**

### *Marketing, Sponsors, Branding, Signage*

#### **Marketing Plan**

A successful promotional campaign will ensure:

- Full stadium with good atmosphere
- Enthusiasm for the event by the host city's inhabitants
- Maximised revenue from ticket sales
- Justifies institutional investment
- Commercial/promotional opportunities for sponsors
- Builds negotiation power towards suppliers (everybody wants to be part of it)
- Creates media stories which are cost-efficient and informative
- Helps with volunteer recruitment
- Creates a positive image of the event and of the sport of athletics

#### **Sponsorship Plan**

The positioning of the event should take into account potential opportunities to attract sponsors for the financing and/or the provision of services of an event. Also, after the event those sponsors may become a possible partner of the Member Federation

#### **Branding and Advertising**

- Advertising at the venue (perimeter/infield/course boards, bibs, etc.)
- Advertising on all official printed materials (including tickets)
- Commercial activation at the competition venue
- Complimentary tickets (best seats)
- Complimentary hospitality (VIP Club)
- Complimentary transportation (VIPs may need personal cars)
- Complimentary social programme
- Complimentary invitations to official receptions

#### **Signage**

The following categories should be considered:

- Directional signage – to direct people to their seats, ticket office, nearest exit, toilet, bar, specific competition areas, media areas, etc.
- Information signage – to tell people where they are in the venue, to identify facilities, the programme of the event, etc.
- Welfare signage – meeting point, baby changing rooms, lost persons and property, drinking water, etc.
- Safety signage – the locations of emergency exits, fire-fighting equipment, danger zones, first aid rooms, etc.

## Session VII, Practical session

### *Volunteers, Uniforms, Catering*

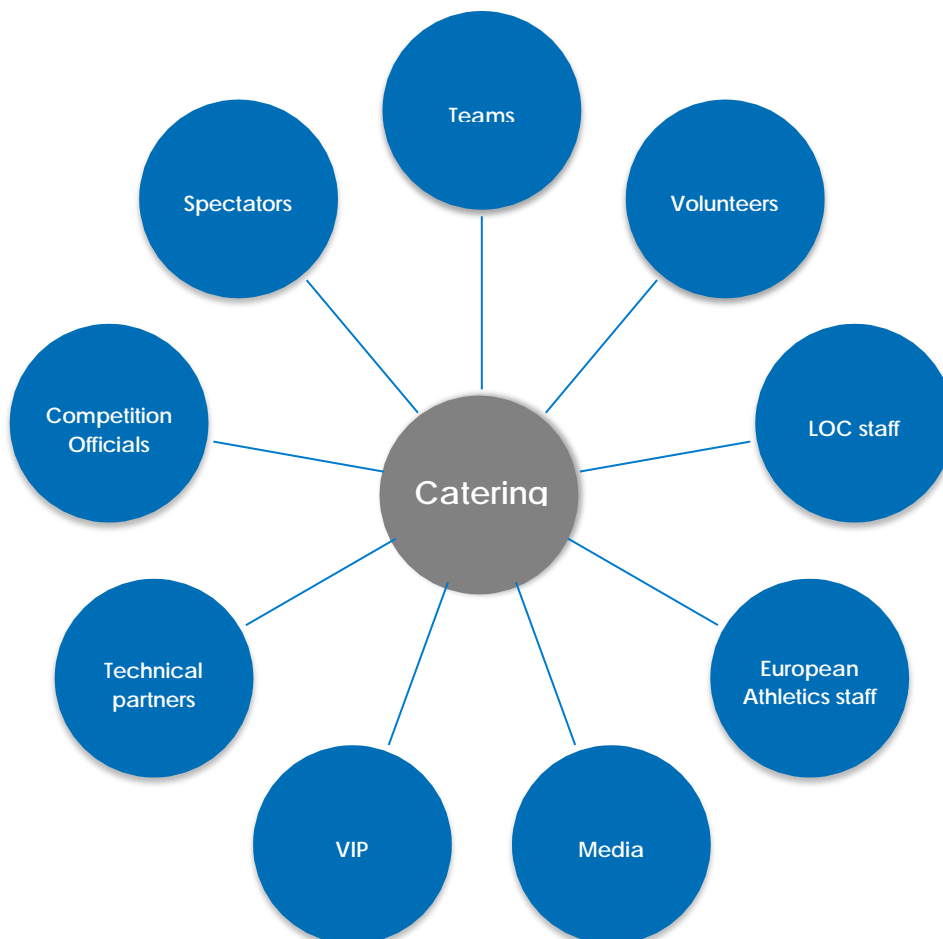
**Volunteers** recruitment and interviews, facilities and catering

#### **Uniforms –**

Levels of the uniforms

Who gets uniforms?

#### **Catering**





Notes: