



INTERNATIONAL
WORLD GAMES
ASSOCIATION



THEWORLDGAMES



SPORTS AT THEIR BEST!

Collaboration IFs, CLOC and IWGA for the Event

by IWGA Press Officer

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Our Goal

Increasing the awareness
of the media

- before The World Games 2013
- during The World Games 2013



**Who works hard now –
will reap the harvest
in July and August 2013.**



Why should we do this?

- Success in the media demands a joint effort.
- The World Games as an ideal platform for your sport and your country
- Depending on third-party funding
- The success of The Word Games is measured by the media coverage.



Why Should You Do This?

- Success of a country in The Word Games depends not only by the number of medals but also by the media coverage that this performance gets at home.
- If you want to enthuse people for a sport, you should show them what can be achieved in your sport.
- The more you promote your sport or your country, the more positive the perception you will get in the public.



You are the experts of...

- your sport
- your country
- your access to the media



Our Main Goals before TWG 2013

1. Promoting The World Games 2013
and their sports, their athletes and the participating
countries
2. Giving expertise in creating best working conditions for
the media



What Can We Do?

- Providing all the information you need
- Opening our channels for your news and announcements
 - Webpage
 - Newsletters
 - News releases
 - Social Media
 - Brochures



What can we do?

- Supporting you with personnel
 - Photographers
 - Interpreter
 - Guiding journalists from your country
- Providing facilities
 - Sub media centers
 - Main media centers



What can you do?

- Providing all the information we need
 - About your athletes
 - About your sport
- Opening your channels for your news
 - Webpage
 - Newsletters
 - News releases
- Supporting us with personnel
 - Experts on site
 - Guiding journalists from your country



How Can IFs Help Us in Terms of Promoting?

- Hissing the Flag
- Reference to the importance of an event with regard to The World Games
- Mentioning that athlete A or B s/he has qualified for The World Games



How Can IFs Help Us?

- Forwarding our newsletters to groups of interest
- Mention the event on Wikipedia
- Providing us with videos/pictures and stories about your sports and athletes
- Providing addresses of media representatives you usually work with
- Informing the fans of your sport where and when it can be seen on TV/Internet



For Example: Qualifications

- Write and issue a press release as soon as you are able to name the qualifiers for The World Games
- Forward it to us (IWGA/CLOC)
- Put it on your website
- Let the NOCs of the nations concerned know that their athletes have qualified athletes
- Using the special interest box for athletes in the accreditation form



How Can IFs Help Us in Terms Of Preparations?

Designing media floor plans and identifying access zones

- Press seats
- Sub Media Center
- Different Mixed Zones
- Photographers Areas

Approval of TV production planning regarding your sport



How Can National Organisations Help Us?

- Informing the media/news agencies of your home country about The World Games 2013
- Presenting qualified athletes of your country
- Spreading news of The World Games on your website or via your newsletter



How Can National Organisations Help Us?

- Forwarding information which TV stations showed interest in the past
- Providing addresses of media counterparts you usually work with
- Invitations to The World Games 2013



How Can National Organisations Help Us?

- Giving information about where and when sports of The World Games can be seen on TV (in coordination with the broadcasting TV stations)
- Inviting journalists from your country to meet your athletes



For Example: Supporting the media accreditation process

- Delivering the announcement about the accreditation process to your media contacts
- Providing contacts of important media representatives who will be contact directly
- Supporting the process of approvals



Our Main Goals during TWG 2013

1. Spreading news to the world of your sport
2. Spreading news to your country
3. Supporting the CLOC media staff
4. Supporting journalists on site



Accreditation Of Your Press Officer

- Identifying one member of your officials as a press officer
- Identifying one member of your NOC delegation as a press officer
- Accreditation of a press officer just for media purposes (not included in your passport)



Access Zones for IFs press officer

- Main Media Center
- Sub Media Center
- Photographers Areas
- Mixed Zones
- Athletes Areas



Tasks of IF's press officer

- **Counterpart of the head of sub media center**
- **Checking the floor plans concerning media matter before the competition**
- **Supporting the members of the press at the venue**

Tasks of IF's press officer

- **Supporting CLOC editors team**
- **Bringing athletes to the Mixed Zones**
- **Writing news for IF media channels incl. Social media**
- **Setting up interview appointments /press conferences**



Tasks of NOC's press officer

- **Supporting the media coming from your country in Cali**
 - List with contacts provided by CLOC
- **Setting up interview appointments/press conferences**



Tasks of NOC's press officer

- Designing and delivering news/press releases/pictures for
 - Journalists on site
 - News Agencies at home
 - Your news channels (Website, Newsletter)
- Offering support to TV stations of your country in Cali /at home
- Spreading news of The World Games on your website or via your newsletter



Where to work

IF press officers:

- Sub media center

NOC press officers

- Main Media Center
- Sub media center



Where to work

These facilities provides

- all necessary hardware

- and information to do the job

1. Room for press conferences /press briefings
2. Works desks
3. Line ups
4. Internet access



IF press officers: What you need

- Laptop computer
- Cell phone
- Camera
- Recording devices



IF press officers: Nice accessoires

- Brochures of your sport**
- CVs of important athletes**
- Pins/Giveaways**



Counterparts IFs /NOC

Before The World Games

- Media Officer CLOC
- Press Officer IWGA

During The World Games

- Head of Sub Media Center
- Press Officer IWGA

To be announced by May 2013



Counterparts CLOC/IWGA

Before The World Games

- Media Officer in charge TWG matters

To Be announced by December 2012

Names and contact of the press officer /delegate being in charge of media matters for your sport/country

- in Cali
- in your office

To Be announced by May 2013



Special features:

- Daily International press conference
hosted by IWGA/CLOC
- Information system of Swiss Timing
edited by CLOC
- Media Guide
edited by CLOC
- Athlete of the Day presented at the Plaza
announced by CLOC/IWGA





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Questions and answers...



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Thank you for your attention.