

## **Event websites**

### **Guidelines for the design and content of websites for European Athletics events.**

#### **Design**

The website is a key element of the event's corporate identity and the design must be in line with the overall event design as per the European Athletics Event Design Manual.

The website should be easy to navigate and pages should upload quickly – otherwise people will lose interest and not stay on the site.

The Event logo, as well as the European Athletics logo and a link to the European Athletics website ([www.european-athletics.org](http://www.european-athletics.org)) should be displayed prominently on the homepage. During the competition there should also be a very clear link to results on the homepage.

#### **Content**

European Athletics recommends that the event website contains the following sections.  
(\* = compulsory section)

##### **\*News**

- News production should happen in cooperation with the European Athletics Communication Manager to avoid duplication and allow sharing of material.
- News stories should increase in frequency as the event approaches and athletes and teams who will compete in the event become known.
- News stories are often also displayed on the homepage.

##### **\*Competition**

- Information about the competition such as venue (with pictures), timetable, entry standards.
- This section should also include necessary information for teams such as entry procedure, team manual (PDF download). The most important information from the team manual could also be included directly on the site, e.g. accommodation (with links to hotel websites).

##### **\*Results (& statistics)**

- Results should go live onto the website during the competition or if this is not possible be posted immediately after the end of competition each day.
- Start lists should be posted as soon as they become available.
- Results of previous editions of the event can also be posted here – this could be a link to the European Athletics event result database.
- If a statistical manual has been produced this could be available for download here.

##### **\*Organisation**

- Information on the structure of the LOC
- Contact details

**\*Media**

- Media accreditation information / online accreditation form
- Contacts for the media
- Link to news section
- Information on media facilities at the event, accommodation, press conferences etc.
- Media guide for download

**\*Spectators**

- Information of interest to spectators such as event programme, where to buy tickets and book accommodation, how to reach the venue.

**\*Sponsors**

- Logos and information on sponsors of the event with a link to the Sponsors website.

**\*Links**

- Links to other websites of interest such as European Athletics, member federation in the host country, city website etc.

**History**

- This section would include information on previous editions of the event.

**Info on host city/country**

- Could include links to local tourist office websites

*The exact titles and content of the sections will vary depending on the nature of the event but should be agreed with the European Athletics during the website design process.*

**Languages**

The website should in principle be in English and in the language of the host country.

All sections should be in English, but it may not be necessary that all information is available in the language of the host country, for example the team manual. The important information to have in the language of the host country is that which is of interest to the general public, e.g. news, timetable, where to buy tickets etc.

Similarly, news stories which are specific to the team of the host country and are not of international interest may not need to be translated into English.

**Approval**

The website design and content should be approved by the European Athletics Office ([brand@european-athletics.org](mailto:brand@european-athletics.org)) before the website goes live.