



OPENING CEREMONY GUIDELINES

AUGUST 2021

The Opening Ceremony is “an event within the event” and is valued by the athletes, spectators and supporters. It creates an atmospheric starting point of the European Athletics event and can be used as a promotional tool for the event to take the Championships beyond the boundaries of the stadium. As it is advised to identify the city with the event and to attract the local population, the Opening Ceremony may be conducted in a market square or any other suitable location in the city.

The detailed programme must be provided to European Athletics well in advance for approval.

The Opening Ceremony should combine:

- elements of national and local identity in an artistic/cultural show
- official protocol (flags parade, speeches, anthems)

The parade of flags of the participating countries should be organised in the host country language alphabetical order with European Athletics flag entering first and the flag of the host country entering last. Each flag must be preceded by a sign indicating the name of the country, written in the host country language and English.

European Athletics recommend not to involve team members but rather to have volunteers carrying country flags and signs. However, should the LOC wish to involve team members, it needs a good coordination with the Member Federations and the LOC to be proactive to make sure team members are attending.

At the end of the flags parade, after the entry of the flag of the host country, the host country anthem should be played, and the host country flag raised.

The order of the speeches (maximum 3 minutes) should be as follows:

- City Mayor or City representative to welcome all participants
- LOC President
- European Athletics President
- The highest authority of the host country or city would then declare the championships open (if not such authority is present, the European Athletics President will declare the championships open)

European Athletics anthem to be played and European Athletics flag to be raised.

There must be a master of ceremony to present the programme and introduce the speakers.

The involvement of the Event Presentation manager in creating the scenario of the Opening Ceremony is important. The entire Opening Ceremony should not last more than 30 minutes for an outdoor European Athletics Championships and must be shorter for the other events.

Country flags can be ordered from the European Athletics supplier “Doublet” by the LOC at least two months before the event (relevant forms will be made available by European Athletics). Anthems are provided by European Athletics.