EVENT PRESENTATION GUIDELINES

May 2014

[FOREWORD]

Event presentation is not a new element in the sport and its purpose is to provide information and support to the spectators. Times have changed and the character, the expectations but also the habits of society in general and in particular of the spectators in the stadiums as well as of the TV viewers are nowadays different. The targets to integrate, to animate and to offer an orientation to the spectators still have a high priority but become even more important in these changing circumstances.

A lot of development and improvement has already been achieved, especially by means of electronic information systems, the score- and video-boards and different possibilities of using graphic elements. But there is still an important way to go to meet the modern level of satisfaction.

In athletics different activities happen at the same time, a fact that makes the presentation of events very demanding. In most other individual sports there is only one activity going on at any time, which is easier to follow and to understand. In team sports the orientation is given by following, in most cases, the ball. In addition, we have today fewer athletics insiders with a deep knowledge of our sport as spectators. As a consequence, in order to make our sport understandable to everybody, even bigger efforts are needed.

The event presentation has to be built up so that the spectator gets the emotional feeling that he is an integrated part of the event and that he actually contributes to the performances of the athletes. With this in mind we have to develop and adapt the event presentation concept and techniques further and to coordinate all possible tools today and in the future to provide an attractive product which incorporates all the values of our sport in a positive manner.

I am very pleased that different European experts in this field have worked together to bring event presentation another step forward. These guidelines will be an important tool to create a common understanding of the subject, to integrate athletics competitions into an attractive and dynamic event presentation and to provide guidance and support to the work of coordinating the different elements in an efficient way.

Hansjörg Wirz

President European Athletics

Athletics is the most entertaining sport in the world, if you work with event presentation!

Event presentation is an essential contribution to making athletic competitions more understandable, more entertaining, more interesting and more important for the spectators and sponsors – and to help athletics to take market share from other sports.

And that is why European Athletics has compiled these event presentation guidelines.

The event presentation guidelines are written and compiled especially for those who are organisers of:

> European Athletics Championships
> One-Day meetings
> National Championships
> Cross Country Races, Race Walking and Road Races

But we hope that these event presentation guidelines will also provide help and inspiration for everyone who is an organiser of an athletic competition, no matter at what level.

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[1] WHAT?

1.1 BACKGROUND

1.1.1 This is event presentation

Event presentation is the art of presenting athletics in an entertaining way. The main target is to guide the spectators and make athletics understandable and entertaining and to keep to the timetable.

In athletics you can easily get the feeling that too many things happen at the same time. One of the most important tasks of the event presentation team is to decide what will be highlights, what could be good and what will have less interest for the spectators.

Today, when broadcasting of athletic competitions – on television, on the Internet, on mobile phones, etc. – has become more and more common and more and more important, high quality event presentation is essential and co-operation between the event presentation team and the host broadcaster has a crucial impact on the total experience.

1.1.2 History

Event presentation has always been a part of athletics but it was not until the middle of the 1990s that what we now call the modern system of event presentation became common. Before this, some competitions started to play music, the use of video screens became more common and the athletes started to integrate with the spectators. Until the mid-1990s, the event presentation was in the hands of the announcers but then the role of event presentation manager was invented in countries such as Germany, Finland, Sweden and Great Britain.

[2] WHY?

2.1 THE PURPOSE

The purpose of event presentation in athletics is simple; to present the competition in a better, more entertaining and more understandable way, both for the spectators at the arena and the TV viewers at home.

2.1.1 Athletics without event presentation

When you visit an athletics competition, you can often get the feeling that things just happen – and that they happen "everywhere" - and often at the same time. As a spectator you can get the feeling of being late for everything. Things had just happened and you missed them.

If you are an experienced spectator you know beforehand where to look but, if you are not, you will certainly miss things. The worst thing is "the a-moment-ago-curse" when the spectators miss the most important things when they happen and only get to know afterwards.

Example: "During the presentation of the 100 metres, athlete x set a new world record in the javelin throw – you can now see the replay on the video screen"

If you don't have good event presentation it will also be tougher to keep to the timetable. And if your competition is broadcast live there is a risk that, say, the last race or the winning attempt in the triple jump may take place after the TV-transmission has ended.

Example: "…and now we have to leave the athletics because of other programmes. You will be able to see the exciting ending of the pole vault competition in our morning programme instead."

Today, other values – such as previews, explanations and entertainments – rather than merely numbers, names, records and statistics have become more and more important. But never forget that numbers, names, records and statistics are also elements in these values!

2.1.2 Target groups

Event presentation has to satisfy several target groups; it is better to see them as "clients".

> The local organization committee (LOC)
> The city
> The athletes
> The spectators
> The TV-viewers
> The sponsors
> The future of the sport

Your most important clients are **the spectators**. When your competition is broadcast you might have millions of viewers so it is very important that you co-operate with the host broadcaster. But remember that – for the future of our sport – you have to make an even better show for the spectators in the stands. We want the spectators in the stadium to think "I want to come again" and the TV spectators at home to think "I should have been there!"

If you do not have spectators in the stands, the TV-experience will be less entertaining and the sponsors less willing to continue as sponsors.

The TV-viewers want to be entertained – and if they aren't they will change channel. Remember; if the competition is on TV you will always have more viewers at home on their sofas than you have in the stands.

The city – and the people living in the city – wants you to make the competition as good as possible. A successful competition is good PR for the city.

The **athletes** want attention from the spectators – when you are, say, a high jumper, the feeling when you get the spectators to clap their hands just for you as you are going to jump must be terrific. And they know how much it is worth to their own sponsors if they are shown on television.

The **sponsors** want the show in the arena to be great and the TV-transmission to be entertaining. They want to be shown in positive surroundings, with great stars.

The local organization committee's target must be to create a great show for the spectators no matter where in the arena they are sitting or standing.

And don't forget **the officials**! Let them feel they are part of something big and make sure they think that what they do is both important and enjoyable.

2.1.3 The future

Event presentation made in an attractive way will be an important tool to increase the image and the awareness of our sport. As a consequence, interest in athletics will be developed positively and lead to higher spectator and TV viewer figures. The effective promotion of athletics to society and the public is one of the most important ways of at least keeping the existing level or even to increase its share compared with other sports.

It is also very important to have the ambition to keep on developing and improving event presentation in athletics as today's standards will surely not be good enough in the future.

Times change, there will be different demands and what works today may be totally "out of order" in five years' time. That is why these guidelines are not guidelines to be followed line by line, without thinking. There has to be room for future improvements!
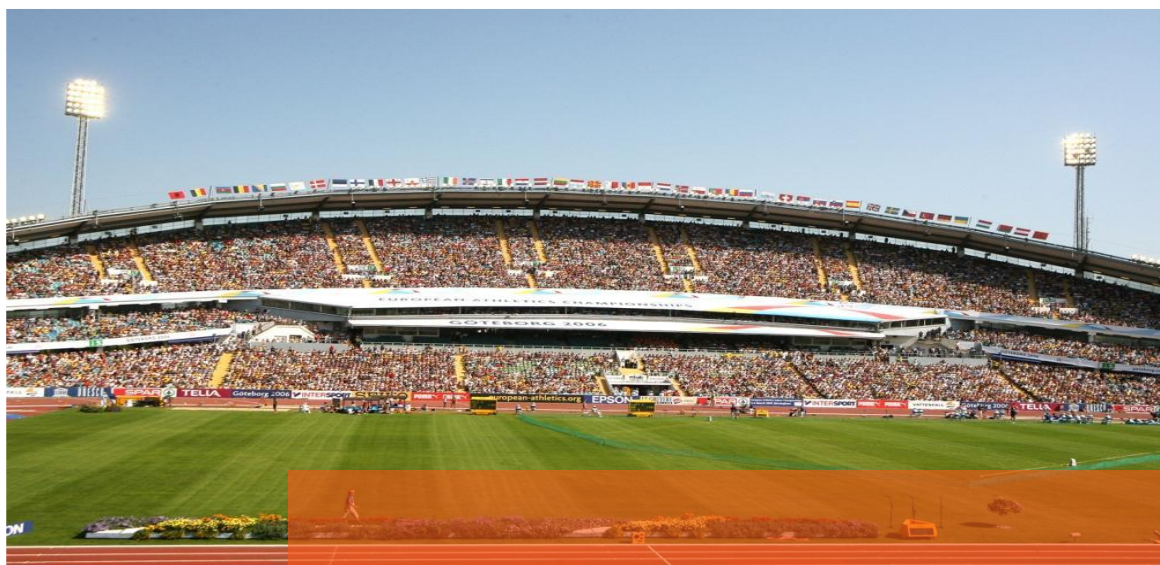
[3] WHEN?

3.1 Different levels of event presentation

Every competition is different – so you have to adapt the event presentation to the kind of competition, your ambitions, the budget, the arena, the spectators, etc.

In this part of the guidelines you can find the event presentation recommendations for different kinds of competitions.

Notice that the guidelines do not specify what kinds of technical equipment is needed, how large it should be and with what facilities. This is because technological possibilities are changing rapidly and this has to be worked out with the resources of the particular stadium. In principle, for big international championships the LOC should provide state-of-the art equipment and technology.

3.2 The Championships
> Outdoor
> Indoor
> Team
> Cross
> U23
> Junior
> Youth

These competitions are of the type "championships" and are arranged over several days (at least two days). They differ from the one-day meetings in several ways. The tempo is often slower, there will be qualification and final rounds, the presentations are slower and take more time, the victory ceremonies, which could take place outside the stadium, are longer and more dignified, etc. There will also be protocol parts such as the opening and closing ceremonies. And because of the fact that some spectators will arrive at the arena early, it could be an idea to have pre-shows 30–45 minutes before the first event (except on the first day when you may have the opening ceremony).

Even if the various championships differ from each other (outdoor – indoor, filled stands – empty stands, great stars – unknown athletes, individual athletes – national teams, arena events – road races and cross-country) they all have several things in common.

When the event presentation manager plans the event presentation for a European Athletics championship – no matter what level – he/she has to work together with European Athletics; in particular with the technical delegate(s), the Competition Director and the Host Broadcaster's Producer. For further information, see under 4.1.1.

EUROPEAN ATHLETICS EVENT PRESENTATION REQUIREMENTS							
	European Athletics Champs	European Athletics Indoor Champs	European Athletics Team Champs	European Cross Country Champs	European Athletics U23 Champs	European Athletics Junior Champs	European Athletics Youth Champs
Event presentation plan	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Event presentation manager	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Announcers	3–5 English speakers tbc by EA	2–4 English speakers tbc by EA	2–3	2-5	2–3	2–3	2–3
Languages	Language of the country and English	Language of the country and English	Language of the country and English	Language of the country and English	Language of the country and English	Language of the country and English	Language of the country and English
Video screen(s)*	According to EA approval	According to EA approval	According to EA approval	According to EA approval	According to EA approval	According to EA approval	According to EA approval
Scoreboard	Optional	Optional	Optional	Optional	Optional	Optional	Optional
Music	Yes, and prepare national anthems	Yes, and prepare national anthems	Yes, and prepare national anthems	Yes, and prepare national anthems	Yes, and prepare national anthems	Yes, and prepare national anthems	Yes, and prepare national anthems
Mascot	Optional	Optional	–	–	–	–	–

EUROPEAN ATHLETICS EVENT PRESENTATION REQUIREMENTS							
	European Athletics Champs	European Athletics Indoor Champs	European Athletics Team Champs	European Cross Country Champs	European Athletics U23 Champs	European Athletics Junior Champs	European Athletics Youth Champs
Presentations	Different in 1st and 2nd round compared to semi finals and finals, in qualification compared to the final in field events, and in combined events	Different in 1st round compared to semi finals and finals, in qualification compared to the final in field events, and in combined events	As short as possible. Focus on the national teams more than individuals.	As short as possible. Focus on the main stars and national athletes.	Different in 1st round compared to semi finals and finals, in qualification compared to the final in field events, and in combined events	Different in 1st round compared to semi finals and finals, in qualification compared to the final in field events, and in combined events	Different in 1st round compared to semi finals and finals, in qualification compared to the final in field events, and in combined events
Victory ceremonies	1–3 in each event (incl. marathon team). National anthems. At the podium (infield outside).	1–3 in each event. National anthems. At the podium (infield or outside).	All athletes in the 3 best teams. At the infield.	1–3 in each event and 1-3 teams. National anthems. At the podium	1–3 in each event. National anthems. At the podium (infield outside).	1–3 in each event. National anthems. At the podium (infield or outside).	1–3 in each event. National anthems. At the podium (infield or outside).
TV	Very important to have a close cooperation	Very important to have a close cooperation	Very important to have a close cooperation	Very important to have a close cooperation	Very important to have a close cooperation	Very important to have a close cooperation	Very important to have a close cooperation
Own camera production	Yes	Yes	Yes	Yes	Optional	Optional	Optional
Minute-by-minute schedule	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Communication network	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Opening ceremony	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Closing ceremony	Yes	Yes	Yes	Yes	Yes	Yes	Yes

EUROPEAN ATHLETICS EVENT PRESENTATION REQUIREMENTS							
	European Athletics Champs	European Athletics Indoor Champs	European Athletics Team Champs	European Cross Country Champs	European Athletics U23 Champs	European Athletics Junior Champs	European Athletics Youth Champs
Pre-/Post show	Yes	Yes	Optional	Optional	Optional	Optional	Optional
Sum-ups	Yes	Yes	Optional	Optional	Optional	Optional	Optional

(The above requirements are to be provided & delivered according to European Athletics instructions and standards)

* Size recommendations for video screens, see 4.2.4

3.2.1 European Athletics Championships (ECH)

Now held every two years (1 x Olympic Games cycle & 1 x non-Olympic Games cycle), the European Athletics Championships is the outdoor showcase of European Athletics and it's most valuable asset. As such, European Athletics defined the standards on what the product (European Athletics Championships) should deliver to its stakeholders:

> Unique and lasting memory of the competing athletes (taking part that counts)
> Creating the emotional connection of the spectators to the event and the sport
> Keeping the TV audience glued to the programme.
> Creating interest among companies to become sponsor of athletics

This high-impact approach should be replicated in the Event Presentation plan. Even in an Olympic year, European Athletics should not be shy of investing a large enough budget to fully showcase the event, at a level that paying customers have now come to expect.

The Event Presentation concept for the European Athletics Championships can best be described in three words - big, bold & confident.

To allow this approach to work, the Event Presentation manager needs to be an integral member of the LOC planning team and needs to be involved in the planning stage from the very beginning. Successful event presentation comes from a workable timetable, which should be constantly shared with the Event Presentation Manager from the outset in order to give his input.

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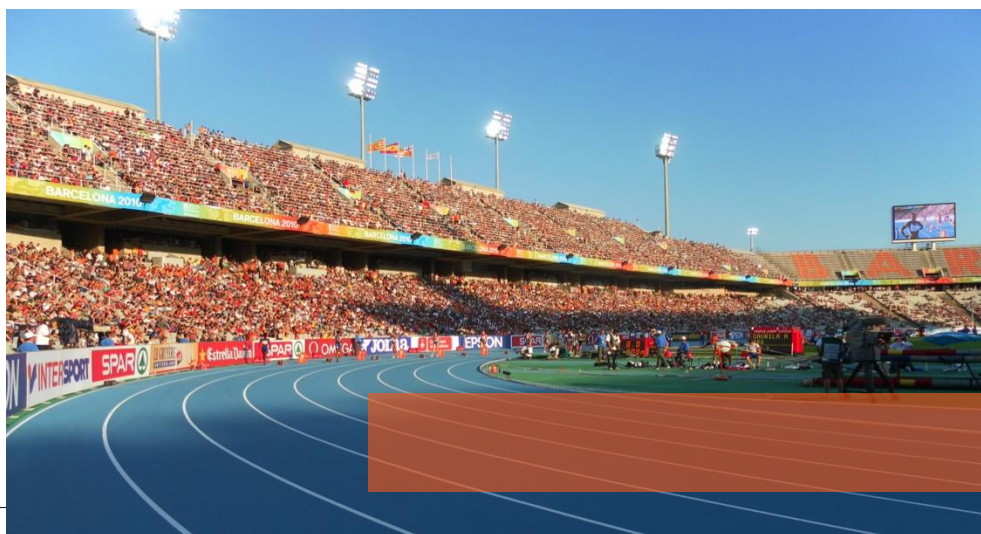
Once a workable timetable is in place, the individual elements of Event Presentation can be planned and agreed. For the European Athletics Championships, these elements should, include:

> Daily Pre-Show & Post Show
> Screen animations – such as event introductions, highlight athletes
> Bespoke music, build up tunes and stings
> Athlete interviews – pre and post event
> VIP and celebrity interviews
> Crowd participation and competitions – where the athletics programme allows
> Road to final Video Tapes – for all track finals
> Flames and / or pyrotechnics for race ends
> Com Cam

The goal is that the European Athletics Championships will become more than just a high quality athletics event but more of a 'show' and a market leader in sports entertainment that embraces the spectators. With the final goal of creating a brand image that can be recognised.

Creative thinking & innovation
With particular regards to the European Athletics Championships, European Athletics is looking towards its Event Presentation experts and consultants to suggest various ways as to how the sport can be made more spectator friendly and ensuring the same level of quality and image across all European Athletics Championships. This applies to both the crowd in the stadium and the millions of fans watching on TV around the world.

3.2.2 European Athletics Indoor Championships (EICH)

This bi-annual event offers European Athletics a perfect opportunity to push the boundaries of both the sport and Event Presentation.

The very nature of indoor athletics marks it out as a very different format from outdoor events. The venue is smaller and has a more intimate feeling and the spectators are closer to the action. These aspects should be taken in to careful consideration when planning for Event Presentation.
In addition to the standards posed for the European Athletics Championships, European Athletics and the LOC should also be able to answer these questions:

> How can we better connect the athletes with the live spectators?
> How can we transmit the speed and pace of the event to live spectators and TV audience?
> How can we work with the timetable to provide the sport with the best showcase over the 3 days of competition?
> Does the pre-show, event, post-show and victory ceremonies all have to take place under the same roof or in the same venue?

Event Presentation Concept

As with the outdoor championships, it is vital that the Event Presentation manager be involved in the planning process from the very beginning.Given that the EICH take place over a shortened period of just 3 days the Event Presentation manager input is essential from an early stage.

The EICH provides an intense 3-day burst of sport and the Event Presentation concept should reflect this. In other words, it should be fun, high-energy, exciting and entertaining whilst remaining technically sound and data rich.

Elements of Event Presentation that can be considered for the EICH include:
> Daily Pre-Show & Post Show
> Screen animations – such as event introductions, highlight athletes
> Bespoke music, build up tunes and stings
> Athlete interviews – pre and post event (call room, warm up and in-field)
> VIP and celebrity interviews
> Crowd participation and competitions – where the athletics programme allows
> Road to final Video Tapes – for all track finals
> Flames and / or pyrotechnics for race ends
> Com Cam

In addition, and unlike the outdoor championships, the EICH allow European Athletics and the LOC to use other effects such as:
> Lighting
> LED / Lasers
> Greater crowd participation
> Increased screen usage (coverage, social media & entertainment)

Creative thinking & innovation

The European Athletics Indoor Championships already has a good reputation for changing the boundaries of the sport. Recent innovations include a shot put competition taking place in a secondary venue along with all victory ceremonies.

3.2.3 European Athletics Team Championships (ETCH)

The ETCH is a unique, annual meeting (except the year of the Olympic Games) on the international calendar. Athletics can be viewed very much as a sport for individuals but the ETCH puts the emphasis primarily on the team concept.

Another crucial part of the ETCH is the 'Round 4' trials in the throws and horizontal jumps.

Additionally, every point on offer is vital to the final outcome and it is crucial that Event Presentation takes all of the above in to account when planning both their running orders and screen(s) configuration.

As such, Event Presentation should also consider the following points:

> The timetable. This event simply will not work unless the timetable has been constructed with Event Presentation in mind.
> How to transmit the current team scores to the stadium crowd and the competitors?
> Where is the best location for the competition manager? On the infield or in production Control?
> Is the Communications System robust enough to handle such a complex event?
> What are the plans in the event of bad weather and can Event Presentation react to these?
> How is the Host Broadcaster planning to cover the event and are they providing an integrated feed or just track and field feeds?

Event Presentation Concept

As mentioned above, the timetable will dictate whether this event works or not. For this European Athletics will use their most experienced technical officials and ensure that the Event Presentation Manager and European Athletics Event Presentation consultant are involved from the very start of the planning process.

The ETCH is an intense two-day meeting where every event, every field event trial and every race will have a major bearing on the final outcome. As such, the announcers and in-field presenter have a huge duty to ensure that the stadium crowd is in full possession of all the facts, all of the time. This responsibility should be shared by the Event Presentation manager who must also design a plan which keeps the crowd informed of the team scores via the giant screens / scoreboards or individual LED screens.

The team aspect of the meeting should be reflected in the style of the Event Presentation animations and graphics while the Event Presentation concept itself could best be described as disciplined and informative on the one hand but also fast paced and building to a climax on the final day.

Elements of Event Presentation that can be considered for the ETCH include:

> Screen animations – such as event introductions, highlight athletes
> Additional screens to show the team scores in real time
> Bespoke music, build up tunes and stings
> Athlete interviews – post event (time permitting)
> Flames and / or pyrotechnics for race ends
> Organisation of the trophy presentation
> Com Cam

Creative thinking & innovation
European Athletics has already made a raft of decisions which have radically changed the feeling of the ETCH and, in many ways, the nature of team athletics. As such the ETCH is an example of creative thinking and how to innovate the sport. This will be now carefully observed and tested over the coming years.

3.2.4 European Cross Country Championships (EXCH)

The re-emergence of cross country running as an important part of the international calendar and being the backbone of the endurance running provides Event Presentation with a number of opportunities to continue to improve the stature of the event.

The EXCH is the perfect vehicle for European Athletics to introduce the Event Presentation concepts and standards to federations that have never organsied an European Athletics top event. This uniqe opportunity to broaden the Event Presentation knowledge in Europe needs a close working relationship with the Host Broadcaster to ensure that the very best coverage is provided.

As for the event itself, the timetable tends to be relatively straight forward, however, with individual and team prizes, there is a lot of data that needs to be transmitted to the crowd. The Event Presentation plan must reflect this. Points that could be considered include:

> How to best engage the crowd given the size of the course and field?
> How to transmit the current individual placings to the stadium crowd and the competitors?
> How to transmit the team placings to the crowd and the competitors?
> Best positions and usage of giant screens?
> Best position of the podium?
> Number of in-field presenters?

Event Presentation Concept

The EXCH has a simple structure. Each race has it's own timeslot during which we see the runners at the start, the race itself, the finish, the individual presentations, the team presentations and, possibly, some interviews. This allows Event Presentation to concentrate on one thing at a time but it also provides a number of challenges in terms of keeping it interesting and exciting.

First off, it is vital that the crowd have enough information, via the announcers and the screens, to understand what is happening in both the individual and team races. Whilst the announcers will have the benefit of a CIS, coverage of the races could be enhanced by one or two strategically placed reporters around the course. They will be able to provide first hand knowledge of the race whilst also engaging the crowd.

At the race end, another in-field reporter can grab initial reactions from the individual medalists while other members of the EP team work on the team scores. It is very important that the team scores are confirmed, shown and announced as quickly as possible as this will have bearing on the number of people who turn out for the victory ceremonies. It is prudent to not rely on the Host Broadcaster for this and therefore to have a dedicated Event Presentation graphics feed which can go directly to the screens.

Elements of Event Presentation that can be considered for the EXCH include:

> Screen animations – such as event introductions, highlight athletes
> Additional screens to show the individual and team placings in real time
> Bespoke music, build up tunes and stings
> Athlete interviews – post event
> Other interviews (with coaches / VIP's etc) during the races
> Additional reporters on the FOP
> Position of the podium (to allow maximum crowd access as well as line of site from the VIP tribune)

Creative thinking & innovation

With the size of the course, the EXCH is a challenging event to cover, both for the Host Broadcaster and Event Presentation. However, without going to too much expense, there are a number of innovations that could be considered. They include:

> Selected athletes to wear Go-Pro or miniature cameras
> Former athletes to be added to the announcing team for specialist comment
> Crowd entertainment in-between races

3.2.5 European Athletics U23 Championships

The European Athletics U23 Championships could be seen as a light version of the European Athletics Championships. In most respects the event presentation should be organised in the same way, but taking into consideration that the budget is smaller, the number of spectators will be fewer, etc.

3.2.6 European Athletics Junior Championships

The European Athletics Junior Championships could be seen as a light version of the European Athletics Championships, but occassionally without live TV coverage. In most respects the event presentation should be organised in the same way, but taking into consideration that the budget is smaller, the number of spectators will be fewer, etc.

3.2.7 Other European Athletics competitions

European Athletics also promotes a number of other official events:

> European Mountain Running Championships
> European Cup Combined Events
> European Cup Race Walking (see 3.5.2 for race walking events)
> European Cup Winter Throwing

It must be remembered that event presentation is important in all kinds of competitions, regardless of the number of spectators and whether or not the competition is shown on TV. Event presentation can make every competition better, more interesting and understandable.

3.3 One-Day meetings

Many one-day meetings are organized in the evening and the main programme is often approximately 3 hours long. In many countries, the TV-transmission will be 2 hours and this is something to take in consideration when planning the time table and making the event presentation plan.

Many one-day meetings start with a pre-competition programme. The organiser and the event presentation team can use this as a rehearsal to check every function and to avoid mistakes during the main competition. It is very good if the host broadcaster also takes the opportunity to test equipment, positions, plans, etc. during the pre-competition.

	ONE DAY MEETINGS		
	International one-day meetings, TV-broadcast	National one-day meetings, TV-broadcast	National one-day meetings, without TV-broadcast
Event presentation plan	Yes	Yes	Yes
Event presentation manager	Yes	Yes	Yes
Announcers	2–3	2–3	2–3
Languages	Language of the country and some parts in English	Language of the country (English is optional)	Language of the country (English is optional)
Video screen(s)	1–2	1	-
Scoreboard	Optional	Optional	Yes (if there is no video screen)
Music	Yes	Yes	Yes
Mascot	-	–	–
Presentations	Yes. Coordinated with the host broad caster. See suggestions in this EP-plan	Yes. Coordinated with the host broad caster. See suggestions in this EP-plan	Yes
Victory ceremonies	Optional (recommendation: just the winner in each event)	Optional (recommendation: just the winner in each event)	Optional (recommendation: just the winner in each event)
TV	Close cooperation with the host broadcaster	Close cooperation with the host broadcaster	No
Own camera production	Yes	Optional	Optional
Minute-by-minute schedule	Yes	Yes	Yes
Communication network	Yes	Yes	Yes
Opening ceremony	Optional	Optional	Optional
Closing ceremony	Optional	Optional	Optional
Pre-show	Optional	Optional	Optional
Sum-ups	Optional	Optional	Optional

3.3.1 International One-Day meetings at European level

International one-day meetings are, with very few exceptions, broadcast either live or delayed (but, in the latter case, often edited live – which puts extra demands on the event presentation team).

When the competition is broadcast, the event presentation team has to work closely with the host broadcaster from an early stage in the planning. The object is to focus on the same important things in the stadium as for the TV. It is very important to keep to the timetable. See chapter 4 for further information.

3.3.2 National One-Day meetings with TV-broadcasting

Event presentation in national one-day meetings is nearly the same as in international one-day meetings. If the competition is broadcast, it is important to try to get the best parts live – even if the actual transmission will be delayed.

The organization and event presentation team are often smaller but the objectives should be the same.

3.3.3 National One-Day meetings without TV-broadcasting

There are no big differences when you plan or implement the event presentation in a national one-day meeting without TV-broadcasting compared to an international one-day meeting without TV-broadcasting. In fact, the absence of a broadcaster may provide a greater opportunity to try new ideas.

3.4 NATIONAL CHAMPIONSHIPS

National championships are similar to the European Athletics Championships, the main differences being the number of competition days and the use of languages. In other respects (plans, functions in the event presentation team, presentations, etc.) the event presentation is similar, but adapted for the spectators.

In some countries the national championships are broadcast (live or delayed) which results in greater demands as it requires coordination with the host broadcaster.

	NATIONAL CHAMPIONSHIPS	
	With TV-broadcast	**Without TV-broadcast**
Event presentation plan	Yes	Yes
Event presentation manager	Yes	Yes
Announcers	2–3	2–3
Languages	Language of the country	Language of the country
Video screen(s)	1 or optional	optional
Scoreboard	Optional	Yes
Music	Yes	Yes
Mascot	-	-
Presentations	Yes. Coordinated with the host broadcaster.	Yes
Victory ceremonies	Yes	Yes
TV	Close cooperation with the host broadcaster	No
Own camera production	Yes	Optional
Minute-by-minute schedule	Yes	Yes
Communication network	Yes	Yes
Opening ceremony	Optional	Optional
Closing ceremony	Optional	Optional
Pre-show	Optional	Optional
Sum-ups	Optional	Optional

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3.5 RACES OUTSIDE STADIA

Event presentation is important even in races outside stadia as the spectators cannot see all the action.

Announcers, scoreboards and video screens are essential to help the spectators to follow and understand the races.

To involve the spectators it is a good idea to have several announcer stations along the course. It is also recommended, where appropriate, to have one announcer in a car ahead of the leading runner(s). At the announcer stations you can play music and you can also have live music bands along the course.

In Cross Country races, Race Walking and Road Races (including Marathon) announcers can be located at the start and the finish as well as along the racecourse.

The use of video screens, scoreboards etc. is up to the organiser to decide.

If you have a video screen it is strongly recommended to integrate the information from the transponder system so that this can be shown   on the video screen.

	OUTSIDE STADIUM RACES	
	Cross Country races	Cross Country races
Event presentation plan	Yes	Yes
Event presentation manager	Yes	Yes
Announcers	At least 1 (depends on the course)	At least 1 (depends on the course)
Languages	Language of the country (and English in international races)	Language of the country (and English in international races)
Video screen(s)	Optional and, if possible, integrated with the transponder system	Optional and, if possible, integrated with the transponder system
Scoreboard	Yes, if possible	Yes, if possible, plus scoreboards for penalty registration
Music	Yes	Yes
Mascot	-	-
Presentations	Yes. The favourites (and national stars)	Yes. The favourites (and national stars)
Victory ceremonies	Yes	Yes
TV	Optional, in close cooperation with the host broadcaster	Optional, in close cooperation with the host broadcaster
Own camera production	Optional	Optional
Minute-by-minute schedule	Yes	Yes
Communication network	Yes	Yes
Opening ceremony	-	-

	OUTSIDE STADIUM RACES	
	Cross Country races	Cross Country races
Closing ceremony	-	-
Pre-show	-	-
Sum-ups	-	-

3.5.1 Cross Country races

How you can use event presentation in cross-country races differs a lot between different courses and different kinds of cross-country competitions. If you have many races in the programme you need to make a detailed minute-by-minute schedule and plan what will happen when and where.

Start times, finish times, times for victory ceremonies and interviews should be specified as well as plans covering which music you play, where and when.

If the course is so long that the spectators can't see the runners throughout the course you could have another announcer station. Otherwise, it is often enough with one announcer if the start and finish are in the same area.

The announcer(s) have different roles during the race:

> Inform what will happen
> Inform about the leading group
> Inspire the spectators to cheer
> Victory ceremonies etc

3.5.2 Race Walking

The course in race walking is often quite a short lap, rarely longer than one or two kilometres. But even if the lap is short it could still be a good idea to have more than one announcer station. Engaged announcers, music and spectators build the atmosphere along the course; and that is why it is good to have those announcer stations in several places.

In race walking it is important to have some kind of screen that shows warnings, not only to the race walkers but also to the spectators.

The minute-by-minute-schedule is easy to do. You just have to plan one (or some) race(s), a few announcer stations, the victory ceremonies, etc. You still need a communication network, but this is not complicated when you need only one or two channels.

3.5.3 Road Races, including marathon

Planning for road races and marathons is similar to race walking competitions. Often, there are one or a few races and victory ceremonies. But in these kinds of races the course is longer and because of that you may need several announcer stations.

The event presentation manager has to plan (together with each announcer) how to inform and entertain the spectators best. The race has several phases:

> Waiting for the leading group of runners
> Following the leading group (you have to decide who – the announcer at the announcer station or the announcer at the leading car – should inform the spectators when the leading group approaches)
> Entertain the spectators
> Inspire the runners who are not elite runners
> Tell the spectators what has happened before the runners arrive at the particular announcer station (for this you need a communication system and a decision on what kind of information you will give to the other announcers)

[4] HOW?

4.1 THE EVENT PRESENTATION MANAGER

4.1.1 The event presentation manager's role

Every competition should have a person that is responsible for the event presentation.

This person should be a fully integrated member of the local organisation committee (see 4.1.3), and work closely together with the competition director, the technical delegate(s), the host broadcaster, Event Presentation Consultant and European Athletics. He or she should also appoint and manage the event presentation team, including announcers, video screen manager, scoreboard manager, etc.

An event presentation manager should be an expert in athletics, have an agile mind, have the conviction and capacity to lead, be able to work under extreme pressure and have a sound technical knowledge of television and audio-visual methods.

The EPM is responsible for the presentation of the event and must be in control of all aspects at all times. The EPM will act in accordance with the principles and details of the event presentation plan and must have a direct communication link with the Competition Director and Ceremonies Manager (and, in the case of televised events, with the TV Producer). However, the Technical Delegate has the full responsibility to authorise any changes to the timetable. However, significant changes must also be agreed with the Host Broadcaster.

Different roles and duties

The title of this person (e.g. event presentation manager, stadium producer etc.) is not important. The important thing is that he or she:

Before the competition, plans the event presentation of the competition

> is part of the timetable construction discussions lead by the technical delegate(s), together with the competition director, the host broadcaster, Event Presentation Consultant and European Athletics

> produces a minute-by-minute script

> defines how to present the athletes

> decides how the victory ceremonies should be held (this must be co-ordinated with the Ceremony Manager. Victory Ceremonies could take place outside the competition venue)

> decides how to use the video screens and scoreboards

> decides how the announcers should work

> decides how to use music and sound effects

> is part of the selection of the communication system

> takes into consideration the host broadcaster's wishes and demands

During the competition, works in close cooperation with the Competition Director and the host broadcaster

> steers the tempo of the competition, in agreement with the Competition Director, Technical Delegates and the Host Broadcaster

> works together with announcers, the video screen producer/manager, the music manager (DJ)

> informs the host broadcaster what will happen

> acknowledges with the competition director and the host broadcaster if the competition has lost time compared to the time schedule and agrees new starting (and end) times for the remaining events with all parties.

After the competition, evaluates the competition

> studies the videos (stadium screen, international signal and the national broadcast signal)

> checks the time notes from the event presentation secretary's notes in the minute-by-minute schedule

> analyses what was good and what could be done better

4.1.2 Assistants

In major competitions, the event presentation manager will usually have assistants such as an event presentation assistant and an event presentation secretary.

The event presentation assistant assists the event presentation manager and helps him/her with different tasks. When the day's programme is long, the event presentation assistant can also take over the responsibility for elements of the event presentation such as the detailed planning and following of the field events and contact with the chief judges in the field events.

The event presentation secretary notes everything that happens including time notes in the minute-by-minute schedule. These time notes are a record of the exact times (to the second) when things actually happened and the duration of them (e.g. the duration of a presentation or an interview). These figures are very important in the post event evaluation of what could have been better (e.g. shorter presentations, shorter victory ceremonies or the reasons why race start times were late because of, for example, false starts in the 100m).

4.1.3 The Local Organisation Committee

To ensure that event presentation has an important role in the competition the event presentation manager should be a member of the local organisation committee.

In large competitions (such as the European Athletics Championships and international one-day meetings) the local organisation committee normally includes representatives of:

The Local Organisation; e.g.

> the general secretary

> the competition director

> the event presentation manager

> administration

> marketing

> the stadium or venue

- the host city

- the national federation/the local club(s)

- the host broadcaster.

4.2 THE TOOLS

4.2.1 The timetable

One of the most important tools that the event presentation manager uses and has to relate to is the timetable. Remember that a good timetable cannot be constructed without the event presentation manager's involvement – or at least it has to be constructed by someone that has the thinking of an event presentation manager.

The event presentation manager's role is to add perspective into the timetable from the spectators', the sponsors', the athletes', the host broadcaster's and the organiser's horizon.

The number of disciplines, the order of disciplines, the co-ordination with all the affected parties, etc. are key elements of a successful event and to ensure the integration of the spectators and thereby to create the necessary ambiance.

Timetable construction recommendations

It is recommended that the positions of disciplines in the timetable is varied so as to avoid

> two or more consecutive sprint races

> two or more consecutive hurdle races

> two or more consecutive middle distance races

> two or more consecutive long distance races

> two or more consecutive female or male races.

It is easier for the officials to have two consecutive 400m hurdles races (e.g. 400m hurdles men followed by 400m hurdles women), but this does not contribute to the spectators' need for variety.

Of course, there will be places in the timetable where this ideal arrangement is not practical.

Weather conditions also have to be taken into consideration. So, for example, long distance races in summer are often placed later in the timetable to avoid the hottest times of the day, especially in the Mediterranean countries.

It is also recommended to build into the plan a time allowance for false starts in sprint events. A rule of thumb is to have at least 7.5 minutes between each sprint start in the timetable.

Field events

The planning of the lengths of the field events is also crucial. Even if it is often possible to speed up or slow down the tempo of an event, the advance planning is always more important. Bad planning cannot be corrected by anything.

Avoid having too many athletes in each field event and remember to allow for time for warming up and changing from one discipline to another.

Here are some key figures (taken from galas and international championships):

Key figures	Average time per attempt	Average number of attempts per athlete
M High Jump	75–105 seconds	6,6
W High Jump	75–105 seconds	7,2
M Pole Vault	85–110 seconds	6,2
W Pole Vault	85–105 seconds	7,5
M Long Jump	85–110 seconds	
W Long Jump	80–105 seconds	
M Triple Jump	85–110 seconds	
W Triple Jump	80–105 seconds	
M Javelin	65–90 seconds	
W Javelin	60–85 seconds	
M Discus	60–90 seconds	
W Discus	60–90 seconds	
M Hammer	70–90 seconds	
W Hammer	60–80 seconds	
M Shot Put	55–75 seconds	
W Shot Put	55–75 seconds	

4.2.2 The event presentation team

The Event presentation manager appoints the event presentation team, the size of which varies from competition to competition. Here are some functions that are usually included in the event presentation team:

> Announcers (see 4.2.2)
> Announcers' assistants (see 4.2.2)
> Music manager/DJ (see 4.2.3)
> Video screen manager (see 4.2.4)
> Scoreboard manager (see 4.2.5)
> Victory ceremony manager (see 4.2.6) – responsible for co-ordination as part of the event presentation team but is also the manager of his/her own team.

In larger competitions the event presentation team may also include:

> Event presentation manager's assistant (see 4.1.2)
> Event presentation secretary (see 4.1.2)
> Infield team manager (see 4.2.6)
> Opening ceremony manager (see 4.2.6) – responsible for co-ordination as part of the event presentation team but is also the manager of his/her own team.
> Basket carriers (see 4.2.6)

Remember that the event presentation team never works alone. The team works together with the infield judges, the starter team, call room, the host broadcaster, the meeting director, the press team, the head of safety and many others.

4.2.3 Announcers

How the announcer team is formed – how many announcers and which roles they should have – is up to the event presentation manager to decide together with the other members of the local organisation committee and (when appropriate) in co-operation with European Athletics (e.g. at the European Athletics Championships).
In order to follow each event the announcers are assisted by the announcer assistants.

Different roles

Here is a list of different roles that could be in the announcer team.

> *Main announcer* – comments on what is happening and guides the spectators to the most important action.
> *Presentation announcer* - presents the athletes (start lists, results lists, victory ceremonies, sponsor information, spectator competitions, etc.).
> *Expert announcer* - supplements the main announcer with expert opinions, answers to questions regarding athletes, rules, etc. *He* can also summarise what the spectators just have seen and look forward to what will happen next.
> *Interviewers* - will get short (often just only 20–30 seconds) reactions from athletes, coaches, former athletes, individual spectators, etc.

The main announcers may be placed in the stands, in a special event presentation/announcer room or on the infield (or any combination of these).

Example: In the Golden League competition in Paris 2009 three main announcers were placed on the infield. This is interesting for the spectators but can – at the same time – result in communication mistakes.

Languages

The announcements should be made in the language the spectators understand. Outside the English speaking countries, some announcements – parts of the opening ceremony, parts of presentations and parts of the results information – should be in English to complement the announcements that are made in the language of the country. Some information that is directed to the athletes should be made in English. Even many interviews will be conducted in English.

How much of the announcements should be held in English and/or other language(s) is decided according to what type of competition it is, how much English the spectators understand, how many foreign spectators and athletes are expected and, of course, if an English speaking announcer is available.

In the European Athletics Championships there are also some parts in the opening and closing ceremonies that should be made in French. Usually French will also be used for protocol matters, e.g. when there are athletes from a French speaking country on the podium.

Example: In the European Championships in Göteborg 2006, 70 % of the announcements were made in Swedish and 30 % in English.

4.2.4 Music and sound effects

Purpose

Music and sound effects are essential to create an atmosphere, to support the athletes and also to get the audience to look in the right direction. Sometimes it is also possible to pleasantly surprise the spectators with clever and unexpected sound effects.

The most important thing is to guide the spectators to look in the right direction.

If there is no alphanumerical scoreboard at the stadium, at least two video screens are recommended so that it is possible to show graphic information (e.g. start and result lists) on one of them. Two screens are mandatory for ETCH to use one exclusively for the team standings.

The video screen manager – sometimes in co-operation with the event presentation manager – will choose:

>   live actions from the track feed and the integrated feed

>   pictures from any other on-going field event, if well (if there are possibilities for this),

>   pictures from one or more own cameras (flash interviews, infield summaries, etc.)

>   pre-made video films (if there are any)

>   animations (if there are any)

>   sponsor videos (before and after the competition)

>   etc.

If there is no alphanumerical scoreboard, all text information will be shown on the video screen and will include:

>   start lists

>   results lists

>   progress standings

>   graphics

>   other kinds of text-information.

To take in consideration

Remember that music will not be used for its own sake but for a purpose. Music and sound effects should be used to underline and emphasise other elements. The event is not supposed to be merely a show and musical insertions during sporting activities should be thought out carefully.

The sound level is also important. If played too loudly, it will disturb the athletes, the judges, the spectators and the TV-broadcast. TV producers and commentators often have big problems with musical effects that are too many and too loud.

Music manager

The music manager has an important role in the event presentation team. He or she often works (or has a background) as a disc jockey. The music manager chooses the music and sound effects in accordance with an agreed overall musical theme. The music manager works closer together with the event presentation manager during the preparation phase and then during the competition.

Sometimes the music manager has a **sound and music assistant** who is responsible for following the minute-by-minute schedule.

The music manager also works together with the **arena sound manager** to get the best possible sound quality from the loudspeakers.

How to work with music and sound? See under 4.3.3
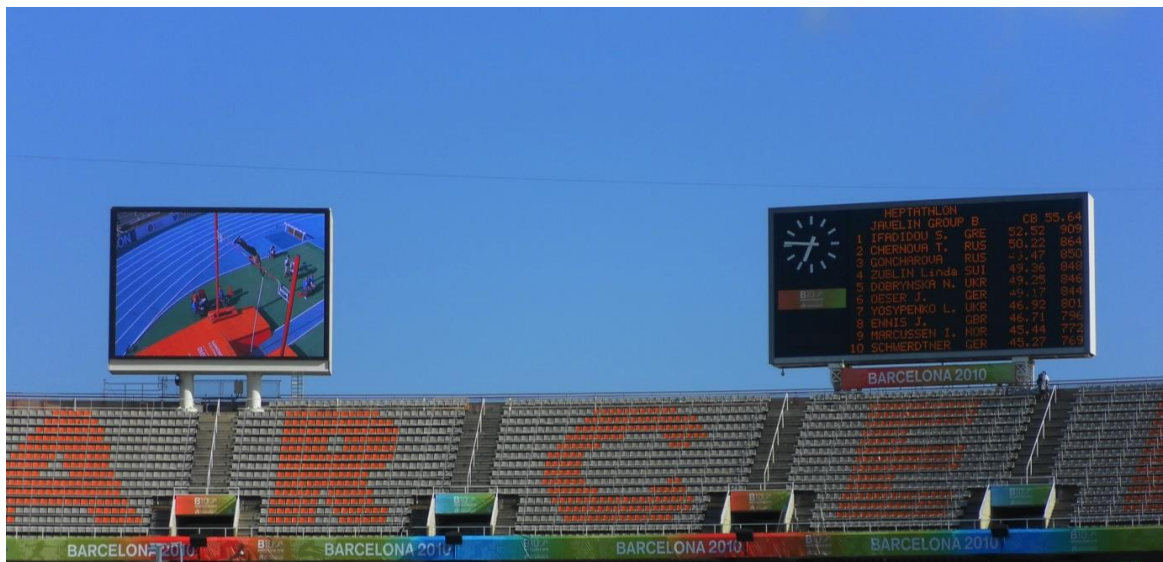
have an experienced video screen manager and a video screen with high resolution.

This kind of information will be delivered as a signal into the video screen manager's control system. It is recommended that the event presentation team and the announcers should be able to alert the video screen manager to put such information on the video screen so that they may comment on it when it is shown.

Where the video screen control room will be located is up to the local organiser and depends of the local possibilities. Somewhere inside the stadium near the event presentation team or in an OB-van situated near to the host broadcaster is recommended.

How to work with the video screen? See under 4.3.5.

4.2.6 Own camera production

If the competition is broadcast and there is a host broadcaster, the pictures from the live feed (international feed) are usually made available to be used on the video screen. But, as the TV production is not optimised for the spectators in the stadium, is it recommended that the host broadcaster's material is supplemented by the event presentation's own camera production.

How many own cameras are used is a budgetary question but at least two own cameras will provide big possibilities to show, in a planned way, presentations, interviews and spectator competitions. In larger competitions (e.g. European Athletics Championships) up to four own cameras are needed and in small competitions it may be enough with one.

Remember that it is easier to cover different parts of the arena with a wireless camera than a camera with a cable.

4.2.7 Results service

Some stadia have large permanent alphanumeric scoreboards, which can show text information such as:

> start lists
> results lists
> progress standings
> graphics
> other kinds of text information.

If a permanent alphanumeric scoreboard exists in the stadium, it is recommended to use it if its technical system will accept the data.

Make sure that it is possible to show at least 9 lines (event description - e.g. 100m - and 8 athlete names) on the scoreboard.

There are two benefits of using an alphanumeric scoreboard:

1. It is often easier to read
2. The text information can be displayed at the same time as live pictures are being shown on the video screen.

The disadvantage is that video graphics cannot be used.

A scoreboard manager works in the event presentation team and together with the announcer and the event presentation manager. He/she is responsible to display the right information on the scoreboard at the right moment – listen to the announcer!

4.2.8 Other roles in (or near) the event presentation team

The field event contact person - is an optional role that helps the event presentation manager with

> planning how long each field event should take
> contact with and advice to the chief judges in the field events during the competition.

The running event contact person - is an optional role that helps the event presentation manager with

> contact with the starter team and call room
> information to the announcers regarding lap times, running records, etc.

The scoreboard manager/operator - is in charge of the scoreboard and works under the event presentation manager. The scoreboard operator follows what the announcers are saying and shows the right information (start lists, result list, names, lap times, etc.) on the scoreboard. The scoreboard operator may have a scoreboard assistant.

The stadium sound controller - works closely with the music manager/DJ and controls the sound in the arena during the competition. The stadium sound controller may have assistants that work in, listen and adjust the sound levels in different parts of the arena.

The victory ceremony manager - works closely with the event presentation manager and is in charge of all ceremonies that will be held. E.g.

> Are the medallists ready?
> Has the DJ the correct national anthem?
> Are the flagpole operators ready with the correct flags?
> Are the correct victory ceremony personnel at the podium?
> Does the scoreboard operator have their names in the system and is the spelling correct?
> Does the event presentation manager know how long the national anthem is (so that he/she could inform the infield chief judges how long the victory ceremony will take)?

The infield manager - has the responsibility for how the infield looks. E.g.;

> Advertising boards on the infield.
> Areas/benches, etc. where the athletes sit while waiting for their attempts.
> Areas/benches where judges can rest.
> Where the infield scoreboards should be placed
> etc…

The infield manager works in close co-operation with the floor managers.

Floor managers and infield co-ordinators - are the "hands" of the event presentation manager (and the infield manager) on the infield and at the outside of the track. Their responsibilities could be:

> to assist the infield announcer with athlete interviews
> to delay or speed up the start of an event when required (if the event presentation manager has first informed the chief judge of the specific field event)
> to make sure that the athletes know who will be presented and where and how the presentations (to the spectators and TV cameras) will be implemented
> to move people who disturb the event presentation or broadcast
> to keep the infield and the track as clear as possible.

The opening ceremony manager - is in charge of the opening ceremony (and sometimes the closing ceremony).

Call room - The event presentation team has to be in contact with the call room to check that there are no changes when the athletes enter the arena compared with how they appear in the start lists (bib numbers, lane order, etc.) and that there are no late cancellations.

It is also good practice to check that the athletes do not enter the arena at a moment when their entering could disturb, for example, a sprint start. This could happen if a big star is applauded as the spectators notice him/her.

The basket carrier team leader – is responsible for co-ordinating and directing the basket carriers to ensure that they know what to do and when they should be in different positions.

4.2.9 Spectators

The spectators play one of the most important roles at the arena. Correct announcements, the right music and encouragement from the mascot (if there is one) can create a participating, hand clapping and cheering audience.

4.2.10 Judges and other officials

It is important how the officials move and behave. Their tasks are "to work without being seen". But when they are working it is also possible to use them to advantage for event presentation purpose. For example:

> when the officials walk into (and out from) the stadium
> when the officials place the hurdles –which can be done in a synchronised way.
> when the basket carriers are waiting for the athletes to leave their warm up clothes in the baskets.

It is important that all officials are prepared for event presentation purposes.

4.2.11 Clean infield

One common problem in an athletic competition is that there are so many people and so much equipment on the infield. There are athletes, officials, medical staff, photographers and others so it is good if the numbers can be reduced. Ask yourself if every official at the infield really has something important there to do.

European Athletics has developed detailed infield guidelines . These guidelines must be strictly followed by the organisers.

4.2.12 Athletes

Even the athletes are a part of the event presentation team. They are the actors on the stage. If the athletes know what event presentation can do for them, they often respond to the support provided by the music, the announcers and the spectators with better performances.

Informing the athletes about the event presentation is important and may be provided through the team leaders at the technical meeting. Written information about how the athletes will be presented may be distributed in advance.

It is popular and the field event athletes like the spectators to clap them when they are preparing to make their attempts. The event presentation team and the announcers can support this.

4.2.13 Sponsors

Sponsor information should not interfere with the ongoing competition but, before the start of the programme and after the end, time can be provided for sponsor information.

Sponsors' video clips may be shown in a pre-decided order before and after the competition. There is also the possibility to read sponsors' messages before and after the competition.

During the competition session it is possible to have one sponsor/spectator competition. This must be placed carefully in the minute-by-minute schedule (e.g. in the beginning of a race 5000m or longer) and should not be longer than 30 seconds. It is also possible to hold spectator competitions before the start of the competition.
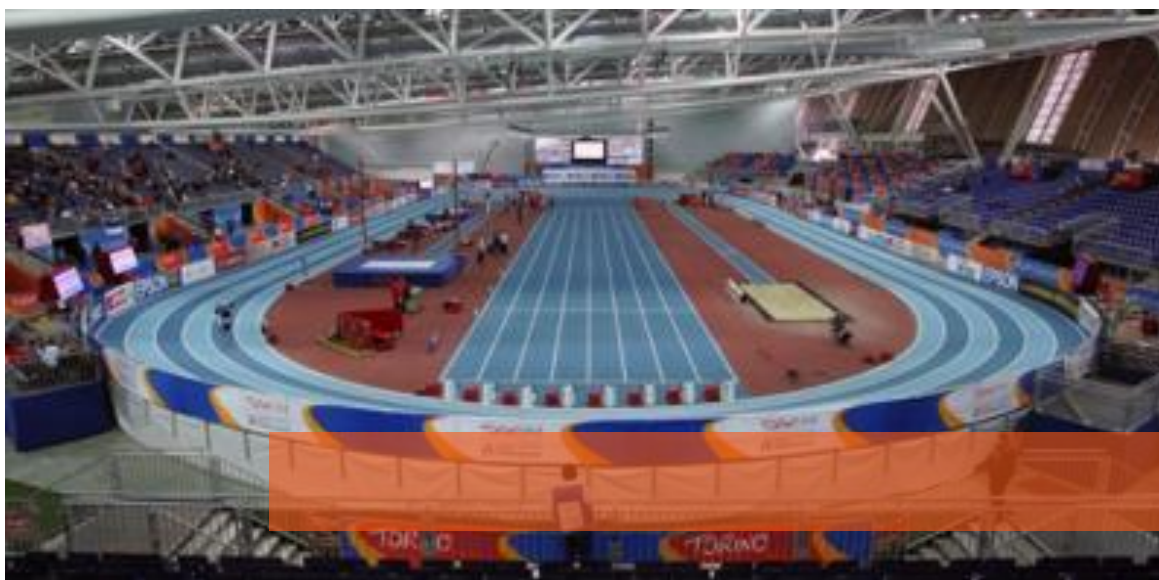
4.2.14 Communication network

It is recommended that the event presentation group should be able to communicate with the starter team, the field event officials, the competition manager, the technical delegates, the victory ceremony manager and the host broadcaster director.

The communication network should be described in a separate communication network plan. The functions that involve event presentation could be as follows (but it is up to the local organiser and the event presentation team to decide how the best communication network should be organised):

> Competition director
> Technical manager
> Meeting manager
> Competition secretary
> Competition department
> Call room manager/call room referee
> Overall infield manager
> Security
> Technical delegate
> Infield assistant A
> Infield assistant B
> Event presentation manager
> Event presentation secretary
> Event presentation assistant
> Infield announcer/interviewer
> Infield interviewer
> Music manager/DJ/music assistant
> Ceremony manager
> National flags
> Mixed zone
> Basket carriers
> Video screen manager
> Score board manager
> Host broadcaster director

4.2.15 Technical equipment

It is up to the local organisation committee and the event presentation team (and European Athletics when it comes to European Athletics Championships) to decide what technical equipment should be used. These are examples:

Event presentation and announcers

> Communication network
>> - With the host broadcaster (wire?)
>> - With safety and the arena (wire/radio-phones?)
>> - Radio-phones console (for the event presentation manager)
>> - Radio-phones with connection to the officials
> Monitors
>> - International feed
>> - Sub feeds
>> - Own camera-feed
>> - Video screen
> Computers
>> - CIS-monitors (with start lists, results lists etc.)
>> - Event presentation computers (with access to Internet)
> Clocks
>> - Result clock
>> - Official time clock
> Microphones
> Music
>> - Mixing console
>> - CD-players
>> - Computer
>> - Sampler

Inside or near the event presentation control room

> Printer

> Fridge

> Coffee, water, food

Arena

> Video screen (at least one)
> Alphanumerical scoreboard
> Sound system

At the infield

> In ear-system (to the infield announcers)

4.2.16 Safety

It is important to have a security plan, including security messages from the announcers. All officials should know about the security plan.

The security plan is very important if, for example, it is necessary to stop the competition and evacuate the stadium because of fire, threats (e.g. bombs) or extreme weather. It should specify who is responsible for decisions regarding the safety, emergency exits, and re-assembly places outside the stadium and include pre-written safety messages for the announcers to read. Some stadia also have an extra loudspeaker system for safety messages and some also have pre-recorded safety messages.

4.3 HOW TO

4.3.1 How to find right level of event presentation

It is not the easiest thing to find the right level (see chapter 3.1) of event presentation. Factors to be considered are

> the type of competition
> the budget
> technical equipment
> the arena
> how experienced the event presentation manager and the event presentation team are
> the officials
> etc.
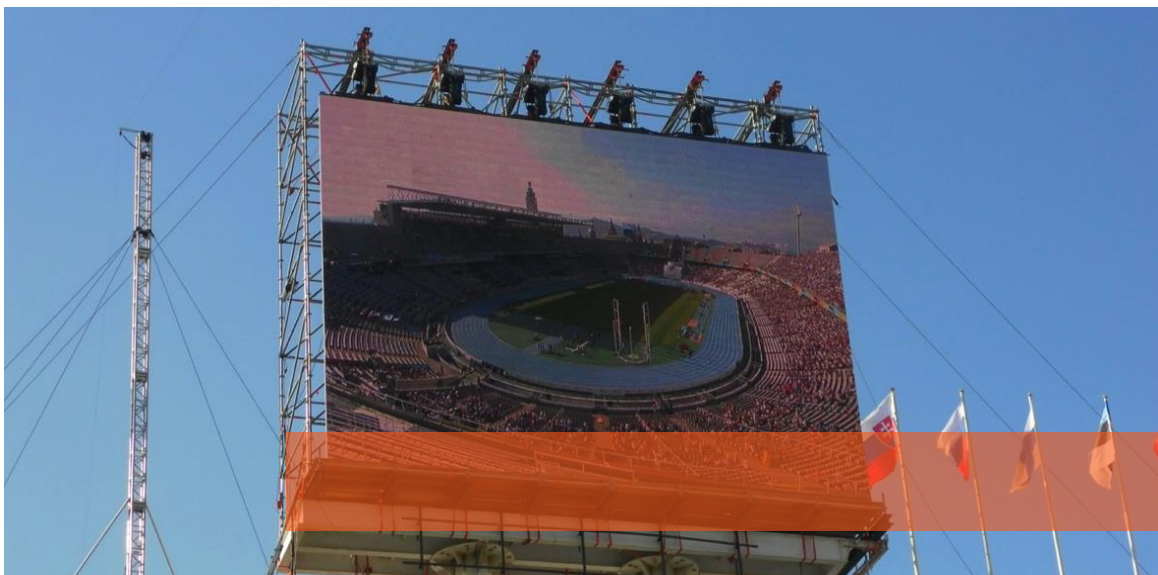
4.3.2 How to put the best team together

One of the most important tasks of the event presentation manager is to form the event presentation team. Different persons in the team need to have different skills. Of course, everyone has to be an expert in his or her function (e.g. the video screen manager has to know everything about producing the pictures that will be shown on the video screen).

It is important to have a knowledge of and interest in athletics. Every member of the team has to have a feeling of how the athletes think and an understanding of their wishes and needs. Former athletes are often the best persons for this work.

When choosing members of the event presentation team you have to find the right mix of experience and new thinking.

It is important that everyone knows what to do and that they know that they are working closely together. The event presentation manager has to explain to everyone what he or she is supposed to do.

And remember to form the team early. It is not only a matter of finding good people as they also need time to prepare themselves and learn to work together as a team. To do this in the final week is very difficult!

4.3.3 The announcer's role

Announcers should not be seen only as commentators who tell the spectators what happens. Many things are obvious so there is no sense to announce them. The announcers are, in modern thinking, guides that will help the spectators to look in the right direction at every single moment. Their roles are also to put the audience in a good mood and, sometimes, to entertain them.

The event presentation manager works closely together with the announcer, giving him information about the next thing to focus on.

The announcers get help from the announcers' assistants. Their roles are to follow the field events, being the announcers' extra eyes, and to tell the announcers and the event presentation manager if something special happens (e.g. if someone is not jumping at a height or not throwing in a certain round) and to forewarn when one of the most important athletes is going to jump or throw. One assistant is dedicated to the running events and he or she assists the announcers and the event presentation manager by being in contact with the starter team, taking lap times, etc.

4.3.4 How to use music and sound effects

Theme: When choosing music, there should be a theme so that the competition acquires a recognisable sound. The theme could be anything from rock music to classic music, from jazz to reggae; or the latest hit songs.

Usually when creating or choosing a musical theme one takes into consideration factors such as:

> the emotions to be achieved
> the type of competition (international championships, national championships, international one-day meeting, national one-day meeting, just throwing events, race walking etc.)
> the type of arena (the shape of the arena, the history of the arena, the size, if you have stands around or only at the home straight, if there is a roof, etc.)
> how many spectators are expected (whether the stadium is likely to be full, half full or if all that is expected are some spectators in different parts of the arena)
> how used to hearing music at athletics competitions the spectators are
> the demands and the wishes the host broadcaster has, and
> how innovative you would like to be.

The theme you choose is the basis for all the presentation jingles.

Moments when it is possible to use music and sound effects

> Opening-theme/signature
> Closing-theme
> Victory Ceremony, intro and "outro"
> Pause music
> Presentation of a new event – a special jingle as a signal for the presentation of new events – the possibility of different versions for different kinds of events:
>> Sprint and hurdle events
>> Middle and long distance running events
>> Jumping events
>> Throwing events

In running events

> Shh!-music directly after "On your marks"
> False start-signal
> In the first bend in longer running events: "start-the-race music"
> The last lap, including from the bell (or later): "last lap music"
> The last kilometre, "last kilometre-music"
> At the finish line: "finish line music"
> After the finish line: "flower music"
> Steeplechase: the splash of the water jump

In field events

> Long throws in the air and hitting the ground
> Vertical jumps (in the air)
> Jumping events after successful attempts

Sound effects for special occasions

> Records (World record, European record, Championship record, stadium record)
> Result-logo
> Speaker messages sound effect
> Spectator competitions

Tip: You have also the possibility to meet the athlete's wishes when it comes to their favourite songs.

Recommendation: Avoid playing music without silent moments. It reduces the effects when the music plays an important role. It is also recommended to avoid music with vocals because they interfere more than instrumental music with the sound from the announcers' voices.

Music Manager: The music and the sound effects will be chosen and played by the music manager. He or she may also have an assistant.

Location: The music manager co-operates with the event presentation manager and should be located near to the event presentation manager; ideally in the event presentation control room.

4.3.5 How to use the video screen

Normally the video screen manager receives the integrated (international) feed from the host broadcaster. This is often the main picture that will be shown on the video screen. This may be with or without graphics (names, start lists, results lists etc.). It is advisable not to use the version with graphics because the graphics are optimized for TV and not for the video screen. But if you do not use the integrated feed with graphics you need to have another graphic system for the video screen or, alternatively, the ability to show start lists and results lists on an alphanumerical scoreboard.

It is recommended that the video screen manager listens to the announcers and chooses pictures according to what they are focusing on, especially if the video screen manager has access to several feeds from the host broadcaster or the use of one or more own cameras.

If you have two video screens you can use one to follow what the announcers are focusing on and the other for something else. But remember that there are two opinions when it comes to the use of two different pictures (or split screen). One claims that the use of two different pictures is good because there are so many things happening and you can't follow them all. The other claims that one of the main tasks with event presentation is to focus on one thing at time and to use only one picture at a time (which could be shown on several screens).

Animations and graphics: it is possible to use special graphics and animations (e.g. as a video presentation jingle before the presentation of a new event).

4.3.6 How to use the Scoreboards

There are usually two kind of scoreboards: a) a large scoreboard (often replaced by a video screen) which can show start lists and results lists (and other kinds of information - logos etc. - that can be shown on an alphanumerical screen), and b) infield boards which show results, etc. from the different field events.

It is recommended, as far as possible, that the announcers comment on the results at the same moment as they are shown on the large scoreboard. You can also use a sound signal or special "result music" when new results are to be displayed on the large scoreboard.

The scoreboard operator should work close together with the event presentation manager and the announcers.

4.3.7 How to co-operate with the Host Broadcaster

Athletics is different from nearly every other sport. An athletic competition is a multi-happening – there are several competitions happening at the same time – while in other sports there is just one ball or one race to follow. This can be a problem for the spectators and the TV-producer. Where should I look? What shall I choose to transmit at this moment? For many TV-producers it may be very difficult to make this decision if they produce only one or two major athletic competitions a year. But if they work in close cooperation with an experienced event presentation manager it will be much easier. And the TV-transmission will be much better!

If the competition will be broadcast on television it is necessary to have an event presentation manager to ensure that the TV-producer knows:

> what will happen and when (the time table gives the TV-producer just a hint of what will happen – you need to have a detailed minute-by-minute schedule and a close cooperation between the event presentation manager and the TV-producer)
> that it will be possible to show the best things – live (with good event presentation you can speed up or slow down the tempo in the field events so you don't have the clashes when, for example, two major stars make their attempts at the same time)
> that there will be no "nothing-happens-moments"
> that the timetable will be kept.

More focus on the field events: Many TV-producers, in the live transmission, focus on the running events. In sprints up to 400m this is unavoidable as it is not possible to leave a sprint race in order to show a javelin throw. But in longer races this makes it difficult to tell the story of the field events. It is easy to show races but when the producer needs simultaneously to follow and cover a high jump competition, a triple jump competition and a discus competition it is more difficult to tell the history. That is why many producers choose to make a short summary when they show the best performances from the top three athletes. But that's not good entertainment.

The best things will be shown live: When you have good planning, good work from the event presentation team and close cooperation between the event presentation manager and the TV-producer, the conditions to show the best field event attempts live are as good as possible. And when you can show them live you also avoid the confusing background sound from the spectators at the stadium when, say, a star clears a high height in the pole vault.

Co-ordination, cooperation and communication: To succeed you need to have

> an event presentation team that knows how to co-ordinate the competition to avoid clashes between important field events and to avoid field event action during the starts of sprint races
> good co-operation between the event presentation manager and the TV-producer
> a communication system that gives the event presentation manager not only possibilities to communicate with the field event chief judges, the starter teams etc, but also to communicate with the TV-producer.

When the co-operation works you can focus on the same things in the stadium as on TV. The drama will be better and the show will be better.

It is also very important that the event presentation manager knows how television works (for example, that the TV-producer shows a replay of, say, a good long jump and the next activity then needs to wait a little before it can start). And it is, of course, important that the TV-producers know how the event presentation team works!

Remember: During technical events, the TV producer has the responsibility to show updates of important athletes' attempts before he/she can continue live coverage (e.g. the TV producer cannot show a 5.95 attempt in the pole vault live before he/she has shown a recorded attempt at 5.85 – the story has to be told in the right order!). This is an important difference from stadium presentation, where, in general, this is not the case. Therefore it is much easier for the Event Presentation to jump quickly and at short notice from competition to competition.

Different kinds of TV-transmissions: Different demands will be placed on the event presentation depending on whether the competition is broadcast live or delayed, or if only some highlights will be shown.

> Live broadcasting: The competition is broadcast live (direct) on one or more TV-stations. The event presentation team has to work closely together with the host broadcaster to make sure that all important action will be shown live. Keeping to the timetable is very important.
> Delayed broadcasting: The competition will be recorded "live" and broadcast later on one or more TV-stations. The event presentation team still has to work closely together with the host broadcaster but the host broadcaster has more possibilities to edit the material before the transmission (he/she can show more replays and recorded action). Nevertheless, the event presentation manager still has to ensure that the spectators can see all important action and attempts "live" at the moments when they happen. Keeping to the timetable is still important, but it is not so vital for the host broadcaster.
> Highlights. When there is no live or delayed broadcast, some parts of the competition still can be shown as highlights on different TV-channels. There is not such a need for co-operation between the event presentation manager and the host broadcaster; but remember that co-operation will make the highlights better (e.g.; presentations will be better).

There could also be transmissions that are partly live and partly delayed. In a live broadcast there could also be highlights from events that have finished before the live broadcasting started. Many TV-channels that do not show the competition either live or delayed have still the possibility to show highlights.

4.3.8 How to present the athletes

Presentations are very important to make the competition understandable and to build expectations. The presentations should be co-ordinated with the host broadcaster so that they will be seen simultaneously in the stadium and on television.

But, as you know, the presentations will "steal" time from live action. Therefore it is important to make the presentations of the athletes as short as possible – but still dignified; for the majority of the spectators the feeling is more important than detailed information. But remember that accurate information contributes to the feeling!

Athletes' presentations in short: The presentations should follow a pre-made schedule. This may vary from competition to competition and in European Athletics Championships be different in qualification rounds and finals of field events as well as in the first round and quarterfinals in running events compared to semi-finals and finals.

The presentations should be matched with the international television broadcast and on-going field events. Field events will continue during the presentations of track events (but will be stopped in time for starting commands). The stops/interruptions will be between trials. No field event athlete will be interrupted once the time of her/his attempt has started.

The athletes' presentations could start with a sound jingle (and if possible an event animation) on the video screen. The event announcement (e.g. "the next event is the women's shot put") can be made in the language of the country or English. In the European Athletics Championships the event announcement will be made in both the languages of the country and in English.

Starting time: It is advisable to define what is meant by starting time (e.g. 16.05 in the timetable). A suggestion is that it is the time when the starting commands in running events are given (e.g. "On your marks" exactly 16.05.00). In field events the starting-time is when the officials give the signal for the first trial and remove the red cone.
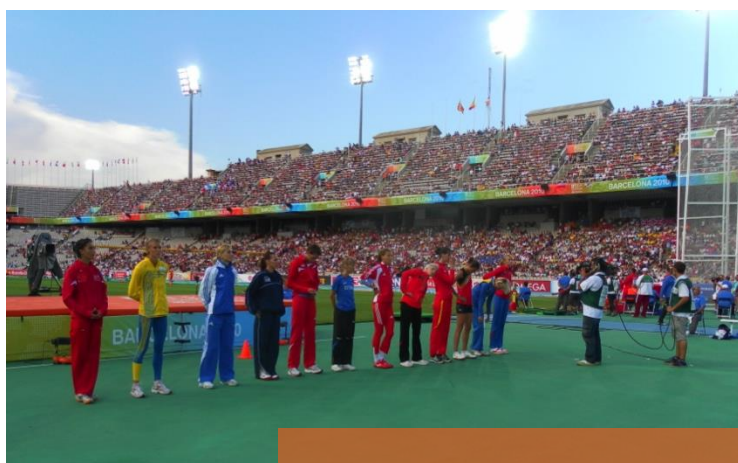
4.3.9 How to communicate results

One thing that the audience often complains about is the results service. Even if you communicate all the results they will miss some of them simply because there is so much happening.

The results are shown on the infield boards, on the video screen/scoreboard and are read by the announcers. Remember to let the results be displayed for a minimum of 15 seconds when you are announcing them. This is a problem if you have to display the results on the video screen but if you also have an extra video screen for the results or an alphanumerical result-screen this will not be a problem.

The rotating infield boards display the results from the field events. Try to show the results for as long as possible. Many spectators miss the results because they are shown for too short a time – and because the rotating infield boards are turned in "the wrong direction" from where they are sitting. Remember that it is often more interesting to show the results for a little bit longer than to show who the next jumper/thrower is. In practice you can leave the results until the next athlete gets the signal to start his/her attempt.

4.3.10 How to involve the spectators

The spectators' involvement in the competition is important to the final experience. You can involve them by asking them to cheer, use their hands, etc. If you have a mascot it is easier to involve them. The announcers play an important role when it comes to involving the spectators. The ultimate goal must be to emotionally touch the spectators and to leave a lasting experience.

Crowd competitions: If there is a main sponsor that wants to have a crowd competition during the main programme (in co-operation with European Athletics) the local event presentation team may approve this. It is important to find a moment in the timetable when this is possible. Try to keep it short – maximum 30 seconds – understandable and entertaining for the spectators. It is also important that the winner receives something valuable/desirable, so as to justify the change of focus from the ongoing athletic competition to the sponsor competition.

Different kinds of crowd competitions:

> Lucky seat
> Winning seat
> Lovers seat

4.3.11 How to use the judges

Even the judges may be seen as members of the event presentation team: how they walk, stand and sit, how they are grouped, how many they are, how and when

they are using flags, cones etc. to inform the athletes and the spectators when attempts may be made, etc.

4.3.12 How to co-operate with the sponsors

The sponsors want to be noticed but sometimes they expect to get a lot of attention during the competition. If, at an early stage, you explain how you work with event presentation it is much easier to meet their demands. Explain that it is much easier to insert two separate 30 seconds breaks during the competition than one of 60 seconds.

4.4 AMBITION, PREPARATION, IMPLEMENTATION, FOLLOWING UP

4.4.1 Ambition

When it comes to event presentation it is important that you have high ambitions. You should have an image of how you want to present things in the best way.

4.4.2 Preparation

The preparation phase is crucial for the final result of the event presentation. In this phase you plan everything, write information for the judges and the athletes (if there is something you want them to know) and have the meetings you need to have.

Minute-by-minute schedule: The event presentation manager should make a minute-by-minute schedule. This should contain every important thing that is supposed to happen every minute (sometimes in seconds).

The minute-by-minute schedule could be divided in different columns for:
> track
> field events
> announcers
> video screen
> scoreboard
> TV
> Etc.

How the minute-by-minute schedule is constructed is for the event presentation manager to decide, but must contain the following: Time, Description, Responsible, Track event, Field event, Music, Speaker, Video screen 1 - Video screen 2 (if present), Scoreboard, TV

Meetings: Even if you have an experienced team there will always be new people that you need to inform. The event presentation manager needs to have meetings with:
> The chief judges
> The host broadcaster
> The music and sound manager
> The video screen operator
> The results screen operator
> The sponsors' contact persons
> The basket carriers
> etc.

Information: Examples of written information you need to distribute are
> Event presentation plan/ Event presentation directives
  Minute-by-minute schedule and/or a simplified minute-by-minute schedule
> Information to the athletes (and their managers/coaches) about how the presentation should be carried out
  communication network channel plan.

The drama: It is important to find the drama in each event. It could be a head to head, an athlete bidding for a new world record or one hoping to continue a winning series.

4.4.3 Implementation

During the implementation phase you have to follow the pre-made decisions and the minute-by-minute schedule, but, at the same time, to be flexible if something important happens or if there is a risk of falling behind schedule.

4.4.4 Following up

The event presentation team has to follow up and write an evaluation of the competition and ask themselves questions such as:

> What was good?
> What was not so good?
> What is possible to be made better?
> Where (and why) was it difficult to follow the minute-by-minute schedule?

For competitions held over several days it is important to evaluate each day and take part in debriefings with e.g. the host broadcaster and the competition director. The final evaluation should be send to the organiser no later than 30 days after the competition.

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