



# WORKSHOP

# National Events Strategy

- The “New” WA Organizers' Event Manual
- 3 Case Studies (improve & Change national events)

***WA Congress  
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**By Juan Carlos HOLGADO**  
**WAEC Director**



Beginning of 2015, the new Event Director, Mr Chris MARSH reshaped the 1<sup>st</sup> Organizer Manual to a complete new version and concept.



This is a short intro of this helpful and useful Manual!

We hope and wish it will help our MA to improve its events!!!

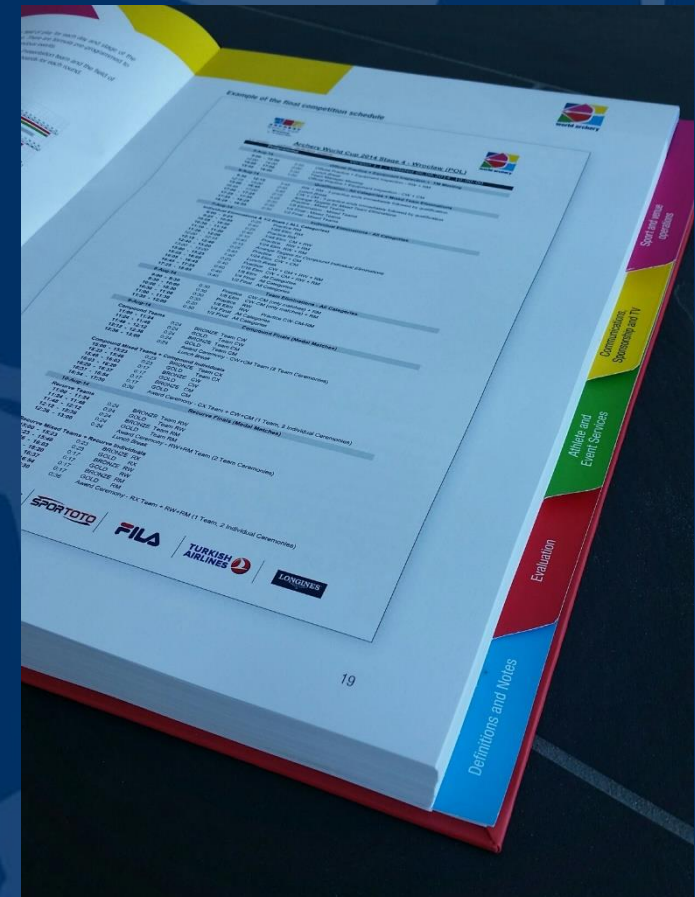
# World Archery Organisers' Event Manual

- First version for release summer of 2015
- Created to outline information, the roles, responsibilities and requirements that are necessary to deliver successful World Archery Events
- The manual is to assist and guide Local Organising Committees in their event delivery to refer to either before the bidding process begins, during the planning stages or even after the event has started.



Divided into 6 small manageable sections and chapters:

- Introduction
- Sport & Venue Operations
- Communications, Sponsorship & TV
- Athletes & Event Services
- Evaluation
- Definitions & Notes





- These sections break down the complexities and magnitude of an archery event making it easier for organisers to understand.
- All sections will evolve with new issues dates, as the sport of archery and its rules develop.
- Each section of the manual is split into eight user friendly parts:

**Aim**

**Purpose**

**Responsible Person**

**People Required**

**Equipment**

**Timeline**

**Checklist**

**Notes**

- The manual contents should always be used in conjunction with the World Archery rule book as the rule book will always prevail in cases of conflict.
- The manual will be available to download in pdf format from the World Archery website.





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**National Events Strategy**

# **3 Case Studies**

Improve & Change national events

End of 2004, the **IOC evaluated** each Olympic Sports in the Summer Games programme. Archery was one of them.

ARCHERY scored very high in most of the criteria established by the IOC, in all except 4 of them:

- Income of TV -visibility of the sport in TV
- Media attention to Archery main events
- Ticketing & number of spectators in Archery main events
- Income of the Federation via Sponsors (% compared to the IOC grands received every 4 years from the TV Olympic revenues)

ARCHERY was **low scored** in these 4 criteria, .

This was an undesirable situation ...if Archery **wanted to grow strongly** in the Olympic Games, a fast **change** was needed.





In 2005 WA decided to upgrade its main competitions by give them a new **shape-goal**.

A **FITA Event Manager** position was created.



This also brought “alive” an idea discussed in WA (FITA in this time) for long time: a regular Archery circuit :

# The World Cups!!!

An entire **new concept started** in WA events: **An Event Team** travelling event to event, with experts in **Sport Presentation**, TV production, Media & Communication, FoP management and Timing- scoring-Results.

To get better visibility and higher media attention, The Finals of the World Championship & World Cups stages were going to be organized in **ICONIC locations**... showing where we are... and bringing the finals to the public and media.



WA events have changed a lot since 2005. it is a **complete revolution** of how Archery competitions are organized, delivered, managed and presented.

WA worked with each LOC's to provide more and better services, higher level of knowledge and more efficient team work per event.

As result of this, there is a big **legacy** of archery events Organizers. Regional and National events benefit of it.

ARCHERY and its events has been used as **reference or good examples** in many occasions by other IFs, the Sport Industry, NOC and the IOC.



Archery competitions became real **EVENTS**. The image of Archery has changed all around the World (NOCs, International-National Media and the IOC).

Nowadays Archery Finals are perceived as an **exciting, interesting, easy** to follow, **spectator friendly** sport show.

The fast and successful changes happened in Archery events and in WA has given WA and our sport an **excellent reputation**

- Archery and WA have been used as reference or good examples in several occasions by other IFs, NOCs and the IOC.





WA vision for its events were **spread among** some of our Continental and Member Associations.

More regional and national events' finals are organized in iconic venues, with easy access and **huge Archery visibility to media and spectators.**

*Belgium, The Netherlands, Italy, Malaysia, Chinese Taipei, Korea, P.R. China, India, Great Britain, Mexico, Colombia, Argentina...*

to mention just some  
....have used this  
concept for some of their  
main events.



WA would like to showcase 3 of them:

- **GREAT BRITAIN**
- **INDIA**
- **THE NEDERLANDS**

... to share with us here how they have changed their events, to learn their challenges when doing it, positives and benefits they had in this process.

If these 3 Federations can inspire some of you to move in the same direction, this effort is worth it!!

**LETS HEAR THEIR STORY!**

