



tracking  
**audience engagement**  
*instant scoring* **live video streams**  
levelling playing field by **new type of tasks and competitions**  
providing technology **reduction of competition**  
sponsorship **technology** officials  
social media to *use camera*  
promote the sport *drones*  
**ballooning becomes more accessible** *making*  
orienting activities toward media and public *the sport*  
help countries who want to organise an event *more interesting*  
help with sponsor meetings regular knowledge sharing  
**reduce paperwork** improve internal  
communicate more throughout the year communication  
**attract newcomers**  
*reduction of competition officials*  
**reporting** *advice for organisers how*  
*to get more exposure*  
improve assignment mechanisms  
invite new people to juries and assignments  
*test pilot skills instead*  
*of equipment*

# Opportunities

How has or is the ballooning sport changing &  
how can the CIA take advantage  
of those changes?