



Agenda Item 17 Support for FAI Organizers

108th FAI General Conference
Pattaya, 17./18.10.2014

1. Revision of the Organizer Agreement



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TOP-Prio since (too) long. There is progress!

- Executive Board / Commission Presidents 09./10.05.2014
- Drafted Table of Content, EB-meet 22./23.08.2014
- Executive Board / Commission Presidents 14./15.10.2014
- General Conference 18.10.2014

- Q4 2014 / Input Air Sport Commissions
- Q1 2015 / Refine & Start Roll-out



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Revision of the Organiser Agreement

- OA is part of a bigger picture
- OA should reflect a business process
- OA to be a help document from bid to post-evaluation

Ultimate Goal: Better bids. Better events.

- An integral part of „Marketing & Communication Plan“
- Key topic in workshops for potential bidders
- OA is the logical end to the bid process



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FAI & event organisers offer a product to the market

If the „product“ is well defined and if the „price“ is perceived value-for-money, the „invoice“ (OA!) is only a formality and the sanction fee is „part of the deal“



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Going-in position: Table of Content

„FAI World Air Games Dubai 2015“ Memorandum of Agreement

Structure

- Definitions
- Annexes
 - (1) Schedule and Programme
 - (2) Organisational Structure
 - (3) Venues
 - (4) Costs
 - (5) Logistics



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Proposed Table of Content for OA

- Definitions
- Annexes
 - (01) Schedule and Programme
 - (02) Organisational Structure
 - (03) Venues
 - (04) Costs
 - (05) Logistics
- **New annexes**
 - (06) FAI support (technical): Services, tools, handbooks (HO / ASC)
 - (07) FAI support (people): Names and responsibilities (HO / ASC)
 - (08) Timeline: Activities, Reports, Due dates
 - (09) Risk Analysis / Crisis Management
 - (10) Failure / Cancellation Procedures
 - (11) Media Rights
 - (12) Commercial Rights
 - (13) Special Conditions for events with FAI-/ FAI-Partner support
 - (14) Post-Event Evaluation

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Issues still to be addressed

Following presentation and discussion during Meeting of Commission Presidents and Executive Board (15.10.2014)

Naming of the document: Organizer Agreement not „positive“

- FAI – Event – Contract / Event Agreement / ideas?

Legal implications: Local Organizer ./ NAC

- How to protect NAC against liabilities from failing LOC?
- Have NAC only „approve“ the „OA“, confirm sporting power etc, but not commit to event deliverables (one NACs idea)

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Annex 00 – APPLICABLE ANNEXES FOR THIS SPECIFIC EVENT

01 Schedule and Programme	01	<input type="checkbox"/>
02 Organisational Structure	02	<input type="checkbox"/>
03 Venues	03	<input type="checkbox"/>
04 Costs	04	<input type="checkbox"/>
05 Logistics	05	<input type="checkbox"/>
06 FAI support (technical)	06	<input type="checkbox"/>
07 FAI support (people)	07	<input type="checkbox"/>
08 Timeline	08	<input type="checkbox"/>
09 Risk Assessment	09	<input type="checkbox"/>
10 Failures / Cancellation	10	<input type="checkbox"/>
11 Media Rights	11	<input type="checkbox"/>
12 Commercial Rights	12	<input type="checkbox"/>
13 Special Conditions for FAI- / FAI Partner-support	13	<input type="checkbox"/>
14 Post Evaluation	14	<input type="checkbox"/>

Number and details of annexes may differ by ASC, but structure to be identical – as far as reasonably achievable.

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Next steps / Timing

Next Steps

- > Fine-tune the structure of the annexes
- > ASCs asked for input and contribution - ongoing
- > Work on the text (with FAI layer) – after our groundworks
- > Explain role of „new OA“ within „FAI Marketing & Communication“
- > Develop a „selling proposition“ and roll-out plan of the OA

Timing

- > Present @ Commission Presidents Group-meeting (done)
- > General Conference in Thailand (happening now)

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2. Improvement of support for organizers in general

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(1) Tailored Organiser Seminars

Content

- Connecting organizers
- Transfer of Best Practise
- Networking
- FAI Head Office support
- Rules, Regulations, CI, Marketing, Social Media
- Guest speakers

Regular Seminars

- First seminar scheduled 22.-24.01.2015
- Mandatory for „2015 selected Event Organizers“
- 2 more seminars in 2015

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(2) Technology (Tools)

- Templates for competition web-sites
- Templates for newsletters
- FAI-IT center (webspaces, mailing list, online-registration)
- All IT-solutions responsive and mobile-first



(3) Presence during selected competitions

- From Opening Ceremony to Closing Ceremony
- FAI-staff
- BREITLING / FAI / VIP / Pilots / Crews „the place to be“
- Have a tent / booth or similar
- Provide services / support
- VIP-briefings
- Point of Contact for International press



(4) Communication / Marketing

FAI introducing an annual schedule of

- Newsletters covering specific aviation topics
- Connecting the selected events (pilots, stories)

Manage / Update

- Social media (facebook, twitter, flickr etc)



(4) Airsport - Portal

Must be fast and responsive

Building a community

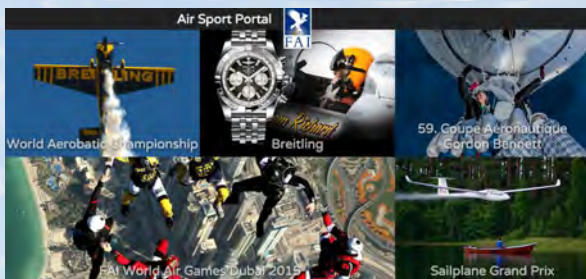
Acts as „rolemodel / playground“

airsport.aero

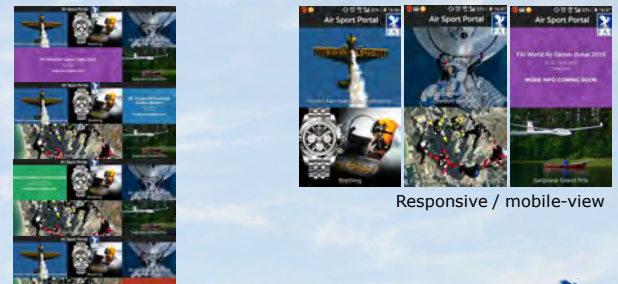
- **Aerobatics.aero**
- **Gordonbennett.aero**
- **Sailplane Grandprix – page**
- **Worldairgames.aero**



Airsport.aero



Airsport.aero (work in progress)



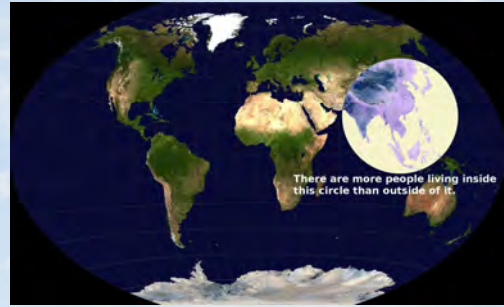
(5) Air Sport Commissions **Innovation Laboratory**

FAI shall provide and invite to a „platform“ !

- ASC representatives (all air sports)
- Exchange best practise
- Discuss optimisation opportunities
- Develop new events concepts
- Arrive at „presentable events“
- Qualify for special FAI support and /or recommendation to FAI partners



One of the reasons: Challenges & Opportunities in Asia



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