Agenda Item 17
Support for FAI Organizers
108th FAI General Conference
Pattaya, 17./18.10.2014

1. Revision of the Organizer Agreement

- 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

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


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

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!“*
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

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)

2. Improvement of support for organizers in general

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

(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

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)
(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

Airport.aero

Airport.aero (work in progress)
**(S) 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**