

# BAC meeting minutes

25.08.2020 – Virtual

Florent BOAS, Media Manager [media@pentathlon.org](mailto:media@pentathlon.org)



## Present:

- Dr Klaus SCHORMANN – UIPM President (KS)
- Ms Shiny FANG – Secretary General (SF)
- Mr John HELMICK – Treasurer (JH)
- Mr Viacheslav AMINOV – Chairman, and Vice-President for Business Affairs (VA)
- Mr Martin DAWE – Executive Board member for Marketing (MD)
- Mr Andrejus ZADNEPROVSKIS – Executive Board member for Media (AZ)
- Mr Barry TOMPKINS – Business Affairs delegate (BT)

## UIPM staff:

- Mr Florent BOAS – Media Operations Manager (FB )
- Ms Lena NUSSBAUMER – Executive Assistant to the President (LN)

## Excused:

- Mr Andrei KUZMANOV – Business Affairs delegate
- Mr Celso SASAQUI – Business Affairs delegate
- Mr Andris FELDMANIS – Business Affairs delegate

## Meeting agenda:

1. Brief of BAC Chairman
2. Statement of UIPM President
3. Brief of UIPM Secretary General
4. Brief of UIPM Executive Board member for Marketing
5. Brief of UIPM Treasurer
6. Remarks/comments/suggestions of BAD
7. Reflections on topics discussed by BAD by UIPM President and UIPM Secretary General

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KS welcomes the participant to the meeting and thanks them for their time.

## 1. Brief of BAC Chairman – Viacheslav Aminov (VA)

- Opening of a Pentathlon centre in Russia
- Exhibition during the Pierre de Coubertin Pentathlon Day in Sept where a special corner should be dedicated to KS.
- Many competitions in Russia are done remotely based on the UIPM's idea of #LaserHomeRun and #LaserAllStars.
- Russia's leading search engine "Yandex" was involved in the project as VA is a member of the board, and offered SEO services for promotion purposes. Some cash was generated and was shared with the RUS NF.
- RUS championships are to be organised with all necessary precautions are to be taken.
- Some agencies were approached to analyse the result of the media coverage. VA mentioned he would share the results.
- Came up with a list of several RUS companies interested to support UIPM/NF RUS with emphasis on digital/internet industries.

## 2. Statement of UIPM President, Dr Klaus Schormann (KS)

- KS thanks VA for his speech and congrats on the museum and MP centre in RUS.
- Business contacts will be studied together with the help of MD, and if need be, some work will be done on packages.
- Emphasis on the importance to strengthen relationships with current sponsors and find new ones.
- Point made on IOC funding after the Tokyo OG is lower than expected or inexistent then it is vital to rely on external funding through sponsors.
- Stressed the importance of promoting Modern Pentathlon as it is a core sport of the Olympic programme

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## 3. Brief of UIPM Secretary General, Shiny Fang (SF)

- Application for Mixed Relay and the New Format to be a part of the programme for Paris 2024.
- A lot of communication happens with the IOC, OBS and the POCOG, which is positive.
- New MP format tests for the new MP format will occur in September in HUN, then a second one in EGY.
- Change in the operations system for the organisation of the OG
- Discussions about the New Normal which translates itself into no actual events for the moment and a focus on virtual events.
- Importance to embrace participants at 3 levels: physical events, semi-virtual and fully virtual (e-sport).
- New HQ office was unveiled in Monaco. Small ceremony including a potential small donors' dinner with the participation of H.S.H. Prince Albert II
- Discusses a shift from B2B to B2C model engaging directly with athletes with potential registration fees.

## 4. Brief of the Executive Board member for Marketing, Martin Dawe (MD)

- Emphasis on pressure put on UIPM finances and stresses on the urgency to find sponsors.
- Need to identify categories of sponsors, and companies within these categories.
- Companies with which we have a link, a fit with our values.
- He mentions that we will need a document specific to each identified company linking our values to theirs.
- Mention of Marketing Meeting which took place in Frankfurt and that actions will shortly follow
- Introduces the Uniform Guideline and asks fellow BAD to study it

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## 5. Brief of UIPM Treasurer, John Helmick (JH)

- Explains different budget scenarios to the BAC
- Mentions talks are underway with IOC

## 6. Remarks/comments/suggestions of BAD

- MD – asked about lobby concerning Mixed Relay and New Format.
- MD – suggests to look into value-in-kind sponsorships
- MD – argues the duration of sponsorship contracts
- VA – comments about his personal campaign to support New Format and Mixed Relay in RUS
- AZ – thanks participants for their brief and wishes a return to normal life
- BT – says he is impressed with briefs from the participants and asks about definition of New Normal as well as budget scenarios

## 7. Reflections on topics discussed by BAD by UIPM President and UIPM Secretary General

- SF – says a package will be sent to Programme Commission members and IOC EB members
- SF – gives a definition of New Normal and impacts on UIPM activities
- KS – welcomes members to lobby for New Format and Mixed Relay
- KS – discussed relation with IOC and IOC members
- KS – mentions talks about budget with JH, SF and Juan Antonio Samaranch, Jr.
- KS – discusses the situation with current UIPM sponsors and importance to forecast what challenges will be for companies worldwide
- KS – invites VA to have bilateral conversations within the BAC
- KS – discusses possibilities to produce customized masks with JH's help

KS concludes the meeting by thanking everybody for their participation. He wishes all the participants to stay healthy.