

Present:

- **Dr. Klaus SCHORMANN** (KS)  
UIPM President
- **Ms. Shiny FANG** (SF)  
UIPM Secretary General
- **Mr. Viacheslav AMINOV** (VA)  
UIPM Vice-President for Business Affairs & BAC Chairman
- **Mr. Martin DAWE** (MD)  
UIPM Executive Board Member for Marketing
- **Mr. Andrejus ZADNEPROVSKIS** (AZ)  
UIPM Executive Board Member for Media
- **Mr. Barry TOMPKINS** (BT)  
Business Affairs Delegate
- **Mr. Ana Luisa DOS REIS DE ALMEIDA** (AD)  
Business Affairs Delegate

Excused:

- **Mr. Andrey KUZMANOV** (AK)  
Business Affairs Delegate

UIPM Staff:

- **Mr. Alexandre MAURAN** (AM)  
UIPM Branding and Marketing Manager & BAC Coordinator
- **Mr. Yaw AMPONSAH DEBRAH** (YAD)  
UIPM Commercial and Esport Manager
- **Ms. Roxane HAGER** (RH)  
UIPM Digital and Promotion Manager
- **Ms. Lena NUSSBAUMER** (LN)  
Executive Assistant to the President

## **Welcome speech and introduction**

UIPM President

UIPM Secretary General

During his opening speech, Dr. Klaus Schormann thanked all participants.

KS stated that it is important that monetary funds are raised through relationships with sponsors.

KS mentioned that following the last Congress, the sport has become more accessible in the world, and this should open new commercial doors through new audiences. KS reminded the importance of the staff in providing the EBs with relevant information. He also pointed out that the results of the BADs were not good enough compared to other IFs and that the research for sponsors was crucial. This year UIPM Asia Pacific Centre is a new sponsor. The responsibility of the BAC members should not only be during the competitions. He also suggested some edits about the branding, especially at the awards ceremony.

SF also welcomed the committee members and she recalled key objectives: to get back to LA 2028 and beyond; Obstacle is successfully adopted; increase numbers of athletes and active NFs; revenue increased; sport's impact increased.

SF pointed out that the UIPM had prepared and provided documents related to the discipline of Obstacle for the national federations. This includes guidelines, training tips, videos, brochures, tenders, ACP modules and Obstacle Modules for CCP courses, etc produced to facilitate the transition to obstacles.

SF informed that UIPM will potentially act as joint organiser of OCR World Championships with World Obstacle in Sep 2023.

SF presented the new sport pyramid, MD asked to add the pentathlon pictograms in the pyramid. KS and SF agreed.

### **1. Opening of BAC Meeting and 2022 season outlook**

BAC Chairman, Vice President Business Affairs

VA welcomed all the members of the committee. He explained that there were many challenges ahead. Following Tokyo 2020, he thanked all the committees and staff for managing the situation correctly and confirmed that the new pentathlon format is attractive as well as the new Obstacle discipline with the deliveries of promotional and development materials.

VA shared his vision for the future: youth must be the priority. Laser Run event could be combined with the obstacle event from now on. There is a need to make a list of non-active countries in order to concentrate development efforts. The television product should also be uninterrupted and more spectacular. It is important to connect all media with their national federations.

**2. Roles & Responsibilities of BAC members**

EB member for Marketing

MD said that last year's minutes already included the explanation of roles. He said that members should familiarise themselves with the marketing guidelines. At events, members should communicate with the LOC with the staff in support. MD complimented the UIPM logo implementation for the uniforms started from 2022 season.

MD said that a standard report should be made designed and filled in by the BAD after the event.

**3. Uniform Guideline and Rules - update**

UIPM Marketing & Branding Manager

AM underlined that the UIPM patch application was a true success, all the teams respected the rules.

At the last Congress, it was requested to clarify and complete this guideline combining all relevant info existing in other rules so that it becomes as complete as possible.

AM confirmed this work has been done, and should be able to circulate to all NFs soon.

AM emphasised the use of the pentasuit to create a new clothing identity for the modern pentathlon.

UIPM's vision for the pentasuit will avoid the need to change outfits while offering comfort and performance to the athletes. KS asked if pentasuit can be designed differently for NFs. SF confirmed as pentasuits are aiming to become the trend and each NF can brand them as they want.

**4. Branding review for the new Obstacle discipline**

EB Member for Marketing

UIPM Marketing & Branding Manager

AM presented the new pictogram that will be used until 2024. It includes an attractive element that shows that the discipline of obstacle is complete, using both leg and arm strength while keeping a balanced body.

This pictogram will not be included in the current UIPM logo, it will be used alongside for promotional and design purposes.

The obstacle course offers us new opportunities for branding and TV footage.

**5. TV, Media - update**

EB member for Media

AZ started his speech about the 5<sup>th</sup> Discipline saying that UIPM needs the expertise of external media experts to make sure that we are going in the right direction.

By replacing riding with Obstacle Discipline, AZ said there is a huge opportunity to create one of the most popular, exciting and accessible sports in the Olympic Games.

Obstacle sport is well and truly global, because it is easily accessible for young athletes everywhere.

In terms of numbers, AZ mentioned that we are talking about the views of one billion people in 160+ countries obstacle competition broadcasts. Hundreds of millions of views on social media platforms each year.

This change will help to advance the IOC's ongoing efforts to modernise the Olympic sport programme to reach more fans in more places around the world.

Secondly, AZ talked about the 90-minute format. This new format was developed and worked together with UIPM's Sports Department as well as the IOC and OBS and will be featured in the Paris 2024 Olympic Games.

He reminded that the Executive Board, during its meeting in 2021, approved a major change in the way TV production is operated by approving the decision to appoint a season-wide host broadcaster and timing/scoring and TV graphics provider.

In January 2022, a joint meeting between the Host Broadcaster, the Timing/scoring and TV graphics provider and UIPM was held in Madrid to discuss the upcoming season.

Early 2022, the newly created TV commission chaired by Juan Antonio Samaranch met online and discussed about the plan for the upcoming season as well as analysed the viewership figures from UIPM events as well as the Olympic Games.

Throughout the current season, the quality and consistency of the output was massively improved. Of course, we need to keep working hard and consistency must remain our number one priority.

Finally, AZ said that it is important to note that the TV crew used during the season is consistently the same leading up to the Paris 2024 Olympic Games as our production partner is going to be producing the Olympic feed as well. This is again a big step towards making sure we deliver the best show possible to the widest audience.

## **6. Social Media update**

UIPM Digital and Promotion Manager

During her presentation, RH presented the digital results of the UIPM's social media accounts. Then, she explained the online promotion strategy for the 2023 season:

- Higher level of output
- Clear organisation
- Set targets
- Strong competition content

RH presented promotional campaign examples during the last WC in Cairo including banners, countdowns, athletes promo, fun facts, generic video, UIPM TV promotion. The big news starting this season is the near-live clip and competition reels.

Afterwards, RH described with clear figures the impact of World Cup Cairo for UIPM social media.

Finally, RH presented an up-to-date followers situation throughout UIPM ecosystem.



## 7. Esports update

UIPM Promotion and Commercial Manager

YAD shared an update about the new e-Laser Run game. It combines running and shooting in a fast-paced and dynamic race including two rounds of laser pistol shooting in a gaming environment represented in 4 cities. It also includes a multi-player functionality that connects friends via Facebook as well as other connected players across the world.

Then, YAD explained the major technical developments and as result in Oct 2022, a 2.0 version has been launched based on feedback gathered from the gaming community and included general user experience enhancement.

Afterwards, YAD explained what UIPM have done about online gaming events such as UIPM Laser All Stars and UIPM Laser Home Run. The ultimate goals are to create a proper governance, actively explore a combination of physical sports and gaming using the right technology and, finally, encourage NFs to host events.

YAD briefed about potential UIPM involvement within Olympics Esports Week alongside with Singapore MP Association.

MD asked the number of people are using the game, YAD said overall 1800 free users with buying options. KS asked about who's attending the event in Singapore, SF answered that IOC needs to first agree that it is possible for UIPM to join in the free play zone, it won't be easy.

## 8. Road to Paris 2024

KS said we need to accelerate the promotion of modern pentathlon in Versailles for the Olympic Games in 2024, gave example of FEI promotion, SF pointed out the strength of FEI NF in France, also there are plenty of bought contents, it related to promotional budget as well.

SF reminded that our global promotion is so far mainly related to Obstacle part due to IOC decision, but it will be enhanced related to Paris 2024 in near future.

KS proposed that UIPM to use the Coubertin family castle for hospitality reception.

## 9. Any other business:

AD said he was also very excited about the obstacle event becoming popular and asked if a demonstration could be done during the Paris 2024 games.

KS replied that it would be very complicated because only if the IOC has the wish then it is possible.

SF said that the subject is still sensitive today.

BT confirmed that he has many notes and will make proposals soon.

KS suggested that members send warm messages to AK wishing him a speedy recovery. VA and AM to coordinate.

VA ended the meeting by thanking and greeting the members online.