

Business Affairs Committee meeting

Minutes / 09.09.2019

Florent BOAS, Media Manager media@pentathlon.org



Present:

- **Mr. Martin DAWE** (MD)
UIPM Executive Board Member & Interim BAC Chairman
- **Prof. Dr. Gerald FRITZ** (GF)
Head of Administration and Sport (Uni. HAM)
- **Mr. John HELMICK** (JH)
UIPM Treasurer
- **Mr. Celso SASAQUI** (CS)
Business Affairs Delegate
- **Mr. Barry TOMPKINS** (BT)
Business Affairs Delegate
- **Mr. Andrey KUZMANOV** (AK)
Business Affairs Delegate
- **Mr. Andris FELDMANIS** (AF)
Business Affairs Delegate

Excused:

- **Mr. Viacheslav AMINOV**
UIPM Vice-President for Business Affairs & BAC Chairman
- **Mr. Andrejus ZADNEPROVSKIS**
UIPM Executive Board Member for Media

UIPM Staff:

- **Mr. Yaw AMPONSAH DEBRAH** (YA)
UIPM Commercial and Promotion Manager
- **Mr. Alexandre MAURAN** (AM)
UIPM Branding and Marketing Manager
- **Mr. Florent BOAS** (FB)
UIPM Media Operations Manager & BAC Coordinator
- **Ms. Pagona SONNDAG**
Executive Assistant to the President

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Agenda

1. **Welcome speech**
UIPM President, Dr. h.c. Klaus Schormann
2. **Introduction speech and briefing**
UIPM Executive Board Member for Marketing and BAC Interim Chairman, Mr. Martin DAWE
3. **Apologies**
4. **Approval of the minutes of the 2017 BAC meeting in London**
5. **Communications update, seasons 2018-2019**
UIPM Promotion and Commercial Manager, Mr. Yaw AMPONSAH DEBRAH
UIPM Media Operations Manager, Mr. Florent BOAS
6. **The role and responsibilities of the BAD**
7. **Trends in marketing and its relevance for UIPM and Modern Pentathlon**
Head of Administration and Sport (Uni. HAM), Prof. Dr. Gerald FRITZ
8. **Discussion and implementation:**
 - a. eSports
 - b. Social Media
 - c. Television/Broadcast
 - d. Marketing/Branding
 - e. Commercial/Sponsorship
9. **Any other business**

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1. Welcome speech

UIPM President, Dr. h.c. Klaus Schormann

A joint welcome speech was given by UIPM President to all committee and commissions members. Dr Schormann emphasized on the importance of respecting the Olympic values and the IOC Agenda 2020, as well as creative and out-of-the-box thinking.

2. Introduction speech and briefing

UIPM Executive Board Member for Marketing and BAC Chairman, Mr. Martin DAWE

MD welcomed Business Affairs Delegates and UIPM Staff. He informed that the UIPM Treasurer will make a financial presentation during the meeting.

MD said that the goal of the UIPM BAC is to contribute to the awareness of our sport, to do so, we have to adapt to the ever-changing sporting landscape and innovate.

MD mentioned:

- Sport Presentation has improved but complained that athletes and coaches still take a long time to get ready and gather at the award ceremony preparation point. He explained the importance of being on time, as if not we might miss the TV slot.
- UIPM publications that have been made, also the event programme which is now handed out at each Category A event. He also mentioned the UIPM app which is working well.
- TV coverage has been incredible, he made a reference to the numbers of nations taking the UIPM TV product and mentioned his own example of the European Championships.
- On the sponsorship side, the UIPM President has been working hard and successfully to get new sponsors. He mentioned the need to look at our sponsorship tiers.
- A new venue dressing package has been implemented, and that there is consistency throughout Category A events. He thanked the office for centralising and enforcing this branding. MD thanked the LOC to understand the importance of a good branding, he also gave the good example of branding riding obstacle during WCF and said that there should be 1 UIPM branded obstacle at major UIPM events.

He thanked Mr. Viacheslav Aminov, and all BADs as well as the UIPM Secretary General and staff for their hard work.

3. Apologies

MD gave apologies on behalf of Mr. Viacheslav AMIVOV and Mr. Andrejus ZADNEPROVSKIS.

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4. Approval of the minutes of the 2017 BAC meeting in London

MD said he was pleased that most of the action plan made in 2017 was followed.

He then recapped the actions that were decided during the previous meeting and put into action:

- specific branding for Laser Run competitions
- start award ceremony no longer than 15 minutes after finish line
- improve appearance of UIPM officials and judges/referees/volunteers
- develop a TV graphics package
- organise biyearly a gala dinner with H.S.H. Prince Albert II
- etc.

The minutes of the 2017 Business Affairs Committee meeting were approved with no other remarks.

5. Communications update, seasons 2018-2019

UIPM Promotion and Commercial Manager, Mr. Yaw AMPONSAH DEBRAH

UIPM Media Operations Manager, Mr. Florent BOAS

UIPM Marketing & Branding Manager, Mr. Alexandre MAURAN

YA, FB and AM gave an update of all operations and actions undertaken by the UIPM Communications department in the past 2 seasons.

FB started with an update of Media Operations, with a focus on the television and broadcast:

- Distribution numbers are greatly increased during the past 2 seasons, 2018 was an all-record year and 2019 continued a steady growth in that regard.
- Emphasis is now put in transforming the WC season events from a livestream based only to a product that is attractive to TV channels worldwide (i.e. WC Prague with live-broadcast production)
- Based on BAC and EB recommendations, a new set of TV graphics were developed, proving a more spectator-friendly experience, while ensuring accuracy of data shown; also introduction of a venue presentation animation and rules explainer
- Introduced a new OTT livestream platform with an advertising contract pegged to it and nice user experience.
- Written press: better PR open rates, and new PR format, more focused towards the media
- Introduction of a new photo hosting platform, to empower UIPM community to promote themselves and their sport with High Quality pictures. FB made a demonstration during the meeting of the platform.

YA continued the presentation and discussed the challenges of implementing a totally new social media strategy for the UIPM. He explained that in the past, the content was mostly pushed during the competitions and was mostly articles or results and pictures, while now there is tailored content published during the events but also in-between the events.

YA explained that a social vote was organised in order to determine the winners of the Best Athletes of the Year category during the UIPM Annual Awards.

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AM showed pictures of the consistent branding during the events and thanked the LOCs and event organisers for their help. He also showed some written publications, especially the newest Pentathlon rules explainer which was made for spectators who have no Pentathlon knowledge.

AM also showed pictures of GLRCT and BTNT, which are the two UIPM development sports.

AM also explained that UIPM is keen to promote stories from NFs, therefore, we need them to provide us contents. The purpose is to provide different contents than classic competition reports on the UIPM website.

AM said that the UIPM Shop is getting better and better. A photo shoot has been done with UIPM athletes. News products are available on the website.

MD thanked FB, YA and AM for their presentation and for their work during the seasons.

MD asked all BADs for their observations and comments onsite. CS commented that World Cup Prague was perfectly organised. AF spoke highly of the World Cup Sofia, organised by AK. BT said he really enjoyed World Cup Final, and commented that the branding was made very well even with a low number of banners, but studied for television.

AK thanked AM and FB for their good collaboration during the competitions he organised.

6. The role and responsibilities of the BAD

MD explained the new definition of the BAC as well as new roles and responsibilities as follows:

The Business Affairs Committee (BAC) is a group of elected members with proven record of successful business ventures. They are experienced in the area of business, negotiations, media, marketing and advertising.

The Business Affairs Committee historically provided operational support to the event organisers. It is appreciated that major achievements in the fields of marketing and media have been developed by the BAC.

However, the UIPM has grown, and like other International Federations, has shifted from a voluntary-based model to a staff-driven organisation.

The HQ Marketing & Media team is composed of 3 full-time staff and 1 part-time staff who cover all relevant areas: Media Operations, Branding & Marketing, Written Communication, Promotion and Commercial.

The roles and responsibilities of the BAC have shifted from operational support, to political authority:

- Ensure that the vision and decisions of the Executive Board is respected in Marketing and Media matters;
- Supervise the publication of the UIPM Marketing and Media Rules, as well as propose modification to current rules;
- Ensure that UIPM Marketing and Media Rules are respected throughout the UIPM community, and especially by event organisers;
- Authority when operational matters become political.

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The BAD should use his/her business experience to create and maintain relationships with potential sponsors, and media.

A BAD should be appointed at each UIPM World Cup series event, as well as UIPM Pentathlon World Cup Final and UIPM Pentathlon World Championships.

All BAD and MD approved the new roles and responsibilities of the BAC.

7. Financial report

UIPM Treasurer, Mr. John HELMICK

JH gave a financial report, explaining the new sponsorship deals for which money has already been received.

8. Trends in marketing and its relevance for UIPM and Modern Pentathlon

Head of Administration and Sport (Uni. HAM), Prof. Dr. Gerald FRITZ

GF thanked MD and the BAD for welcoming him and allowing him to give a presentation.

GF's presentation contained the following agenda:

- Marketing trends in 2019: importance of storytelling, targeting, influencer marketing, sport trends and social responsibility
- Commercial and Sponsorship: importance of establishing tiers, and categorizing sponsors based on their specialties and areas
- eSports: revenue streams, sponsors activation
- Media: importance of TV
- Branding: evolution of UIPM branding
- Legacy, sustainability and environment

9. Discussion and implementation:

a. eSports

YA explained that UIPM started working in eSports, and that currently in the initial phases of development. The game would be a simulation.

GF explained that the trend in eSports is more towards console sports than simulation games, but that simulation is probably the best option for a sports federation.

b. Social Media

AF mentioned that he thinks there was a problem in the way the UIPM Annual Awards and Gala Dinner was organised; and he said the voting system has to be worked on again as it is not normal that the voting only takes place on social media. He mentioned that there should be some sort of balance from the UIPM EB and Athletes Committees and that they ultimately should take the decision based on votes from the social media (and not social media only).

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AF also mentioned that all National Federations should receive at least 2 invitations.

MD and the delegates agreed that the voting format and organisation flows should be worked on for next year's edition.

c. TV / Broadcast

MD raised the issue of organising the award ceremonies in time and that athletes and coaches might be reluctant to hurry up. FB explained that there has been a lot of progress compared to 2017 but that we could still do better because there is still a break between the finish line crossing and the start of the ceremony.

BT proposed an idea of including an LED bib number that would change when the athlete take over in order to better follow the takeovers for TV and spectators onsite.

FB explained that there was an idea of a GPS chip to follow the athletes on TV graphics but that the idea was unfortunately not done because of costs. BT proposed to follow up on the LED idea.

10. Any other business: none.