
PROMOTION, MEDIA AND MARKETING FAQ'S

Together with a strong promotional campaign, the excitement and positive atmosphere generated by the staging of competitions will strengthen the interest for Modern Pentathlon and UIPM Multi Discipline sports in your local community. Beyond this, the organization of competitions is a powerful tool to boost the development of our sport and raise interest amongst the population and potential sponsors.

The competition organizer is expected to promote the competition making use of all the range of media channels, targeting different audiences and considering local aspects using online and offline approach. Offline promotional material includes Posters, Flyers, banners and billboards, telescopic flags etc. before, during and after the event. Whiles online includes actively promoting on Social media sites like Facebook, Instagram, Twitter etc.. and other predetermined websites. Traditional media including, TV and Radio also helps in the amplification of the event to the prospective audience.

Moreover, the exposure represents a unique opportunity for the NF, association or club to send out a positive, friendly and open-minded image, not only via the various participants (teams, supporters etc...), but also through these platform.

1. What should be the first thing to do as an organizer to promote your event?

Putting together a competent team to handle all Media, Promotions and Marketing related issues relating to your event is very crucial to achieving success not only in terms of this area but in the event as a whole. The team must be able to develop a ready-to-implement plan or strategy which will highlight all the marketing and promotional activities and establish a working document which could also be shared with the UIPM. Mapping out all the promotional activities will enable the team follow through the plan judiciously. The team can rely on the guidelines provided by the UIPM during brainstorming sessions.

2. Can we use UIPM logos and branding in our competitions?

UIPM takes the responsibility of promoting your competition to our global audience through our owned-media platforms, We create specific content such as press releases, cover photos, countdown images etc. These contents can then be adopted for your national and local promotion. If requested UIPM can send your NF promotional material such as videos, pictures and other digital documents (brochures, leaflets, etc.). In addition, find attached to this kit a pack of UIPM Logos as well as guidelines for its utilization.

3. How can the MMP team promote the competition really well?

With a plan and working document established, contacting local media is key for your event to be successful. Local media play a very important role in promoting local events. In order to attract their attention, the UIPM suggests that you contact the local newspapers, Radio Stations, TV stations. In some countries, you can find them and their contacts through national and local press associations. When contacting the media, be sure to give them as much details as possible so that they can write comprehensive articles as well as comprehensive coverage which will be useful to the audience you are trying to reach.

4. How can we effectively use social media to promote our competition

Social Media today gives us the opportunity to connect and interact with millions of people instantly. As an Organizer, Social media is a tool you can utilize effectively to promote you event to your target audience. Platforms such as Facebook, twitter and Instagram allows for you to run dedicated pages where you can attract like-minded people with similar interest including Modern Pentathlon and sports in General and build a decent following. We recommend your NF to run an active page on all the platforms and grow a fine followership base by sharing frequent news, pictures and videos. Before, during and after competitions use your pages as a platform to communicate to your audience any specific news etc. If you already have an existing page you can engage with the audience by sharing with them all relevant information about the upcoming competition.

5. If we get the possibility to have streaming or broadcasting, do you have any advice?

If you are planning on streaming or broadcasting your event, you will need to hire a company which can provide you production means, a host broadcaster. If you are organizing a national competition, you own all the broadcasting rights which means you are free to sell/distribute them to any broadcaster. Local TV stations can come and do a report of your competition. This is a good way to grow awareness around your federation and will contribute to attract more media and more participants to your next event, it is a virtuous circle. Streaming your competition to major social media platforms like Facebook Live and YouTube Live can attract numerous viewers but requires a level of caution since these platforms have 0% tolerance for using commercial music. Always make sure you have the necessary music streaming rights or simply do not include the commercial music played during the competition in your stream. In the situation where you do not comply with this caution your stream will be permanently blocked.

6. How good pictures can help to promote the sport locally?

Photos can always help promote your competition, athletes and the general public alike rely on photos to share with their friends and loved ones. Hiring a good photographer can help in achieving some of your promotional objectives. Especially on national events, pictures help in further promoting the sport as well as your competition. and are easily sharable on the social media. Having good quality pictures of your event will also help the UIPM showcasing your competition under the best light to our global audience. It is always recommended to Hire a photographer that is familiar with your sport or with similar sports (i.e. fencing swimming etc.).