

## MEETING PARTICIPANTS

Present: **Rob Stull**, UIPM President (RS)

**Shiny Fang**, UIPM Secretary General (SF)

**Ivar Sisniega**, Commission Chair (IS)

**Aistis Baronas**, Member (AB)

**Janusz Peciak**, Member (JP)

**Nishanthe Piyasena**, Member (NP)

**Mike Möbus**, Member (MM)

Guests: **Juan Carlos Rodríguez**, Univision President (JR)

**Tom Shepard**, USA Pentathlon Multisport President (TS)

**Ian Adamson**, FISO President (IA)

UIPM staff: **Alexandre França**, UIPM Events Operations Director (AF)

**Florent Boas**, Commission co-ordinator (FB)

Excused: **Horacio de la Vega**, Member

**Aya Medany**, Commission Advisor

## **MEETING AGENDA**

1. Message from the UIPM President and Secretary General
2. Introduction by the President of the Commission stating the objectives and topics to be covered.
3. Discussion of topics on the agenda
  - a. Los Angeles 2028
  - b. Initiatives for Individual Events
    - i. Fencing
    - ii. Swimming
    - iii. Obstacle
    - iv. Laser Run
  - c. Business model for NFs
  - d. Development ideas
4. Conclusions and next steps

## RECOMMENDATIONS FROM THE COMMISSION

### **SPORT-RELATED**

#### **FENCING**

##### **Recommendations:**

- Test Fencing Direct Elimination bout duration reduction to 45 seconds
- Maintain two pistes, but avoid simultaneous bouts
- Eliminate the need to reset in the centre after each touch
- Explore the use of helmet-mounted cameras to enhance broadcast visuals

#### **SWIMMING**

##### **Recommendations:**

- Reduce race distance to 100 metres
- Award 4 or 5 points per second, pending further analysis

#### **OBSTACLE**

##### **Recommendations:**

- Possibility of indoor 70m and outdoor 100m with same number of obstacles

#### **LASER RUN**

Concerns were raised about the low impact of shooting on overall performance. A deeper analysis is required, but initial recommendations include:

- Possibly adding one additional shot
- Increasing shooting distance or increasing the rings from 7 to 8

### **LA 2028 VENUE**

Discussions were held regarding venue options for LA2028. Leadership is tasked with initiating dialogue with LA organisers.

#### **Recommendation:**

Strongly advocate for an indoor venue to present the sport in its most visually compelling format and maximise broadcast impact.

#### **Plan A:**

- Venue: Universal Studios
- Schedule: Maintain current format (four days early in the Games)

#### **Plan B:**

- Venue: Alternative indoor location
- Schedule: Remains unchanged

### **NON-SPORT RELATED**

#### **Storytelling and Production**

- Develop a comprehensive list of story points to guide content creation
- Create scripts featuring more up-close interviews and localised narratives; explore unilateral feeds for targeted markets
- Leverage existing heroes, particularly from the obstacle community, to build emotional engagement
- Maintain a world feed but provide unilateral content to selected markets; appoint an editorial gatekeeper to oversee content direction
- Enhance production with immersive camera angles, specialty equipment, and deeper integration of data and technology; consider using coaches as on-screen characters
- Collaborate with NFs to reduce production costs

#### **Public Relations**

- Compile a list of potential spokespeople who could promote Modern Pentathlon on their platforms
- Secure commitments from key figures to attend LA 2028

- Identify and engage spokespeople across different countries to support global outreach
- Potentially plan a ProCelebrity event in the near future
- Expand PR efforts beyond LA 2028 to include key international markets

### **Commercial Strategy**

- Review the current sponsorship plan and identify gaps
- Address missed opportunities, particularly around the FOP
- Develop a sponsorship strategy, including a list of potential partners and activation ideas
- Create an inventory of UIPM assets available for commercialisation; define clear financial targets
- Establish a budget to support commercial and editorial initiatives.
- UIPM Commercial Director (Yaw) to be invited to the next meeting to present a commercial opportunities plan to the Commission

### **Athlete Development and Calendar Strategy**

- Increase the presence of high-performing athletes in key markets
- Identify priority markets based on the IOC Games Time data collection
- Expand the athlete base or invest in selected individuals with high potential
- Support NFs in developing athletes through targeted programmes
- Ensure a critical mass of events in key regions to build visibility and engagement

### **IOC Engagement and Regional Games**

- Define a time and venue to present a strategic plan and commercial opportunities to the IOC. Identify key IOC touchpoints to be included in the presentation.
- Develop a plan to ensure Modern Pentathlon is included in Regional Games
- Build alliances with local stakeholders in host countries to support inclusion and visibility