

Business Affairs Committee meeting

Minutes / 01.02.2025



Present:

- **Rob STULL, OLY** (RS)
UIPM President
- **Mr. Barry TOMPKINS** (BT)
UIPM Executive Board Member for Marketing
- **Ms. Leila GYENESEI, OLY** (LG)
UIPM Executive Board Member for Media
- **Mrs. Theodora PALLIS** (TP)
Business Affairs Delegate
- **Ms. Ana Luisa DOS REIS DE ALMEIDA** (AD)
Business Affairs Delegate
- **Mr. Péter VIZKELETI** (PV)
Business Affairs Delegate

Excused:

- **Mr. Andris FELDMANIS**
Business Affairs Delegate

UIPM Staff:

- **Mr. Alexandre MAURAN** (AM)
UIPM Branding and Marketing Manager & BAC Coordinator
- **Mr. Florent BOAS** (FB)
UIPM Media Operations Manager
- **Mr. Yaw AMPONSAH DEBRAH** (YAD)
UIPM Commercial and Esport Director
- **Ms. Roxane HAGER** (RH)
UIPM Digital and Promotion Manager
- **Mr. Jon COATES** (JC)
UIPM Communications Director

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Agenda

1. Opening of BAC Meeting

All

2. UIPM Branding review and event updates

EB Member for Marketing

UIPM Marketing & Branding Manager

3. TV & Media update

EB Member for Media

UIPM Media Operations Manager

4. Social Media and Esports update

UIPM Promotion and Digital Manager

UIPM Commercial and Esports Director

5. Sponsors and Partners

UIPM Commercial and Esports Director

6. Roles & Responsibilities of BAC Members

All

7. Road to Los Angeles 2028: new objectives

UIPM Communications Director

8. Any other business

All

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1. Opening of BAC Meeting

All

For the first time the new members had the opportunity to meet and introduce themselves during a round table discussion. A WhatsApp group was set up to facilitate the exchange of ideas and for staff to share content on UIPM news.

2. UIPM Branding review and event updates

EB Member for Marketing

UIPM Marketing & Branding Manager

BT and AM presented the new logo proposals. The parent logo with the infinity symbol looks too much like an 8 for some members (LG, PV, AD, TP). BT assumes that this is a proof of idea. AM will be back shortly with new proposals. BT also shared visuals with the Olympic flame as a symbol.

For future competitions, the acronym UIPM as used previously will be used in transition. In addition, the current patch logo on the athletes' uniforms will be valid this season without penalty. For new uniforms, the UIPM recommends that no patch be applied until the next model is available in the next few months.

For the sub sports, the members shared their feelings: the pentathlon should keep a traditional and modern vision (AD) while the Obstacle should be more urban, fun and aimed at young people (LG). LG is very satisfied with the use of 1 Sport 5 disciplines with the obstacle. In addition, the members liked the idea of changing the start numbers that the athletes wear during the Laser Run by using only their names. Athletes first.

Actions: propose new versions of the parent logo in February, update the visual of the start numbers (AM)

3. TV & Media update

EB Member for Media

UIPM Media Operations Manager

FB announced the new organisation of the TV and broadcast team. The UIPM will have more control over the choice of on-site TV staff.

LG expressed the idea of using the transition area as a requirement for the TV product. FB and AM explained that in practice the LOCs can't use it too much and the athletes don't respect it.

FB introduced the participants to the new pentathlon narrative and associated TV graphics. He said it would be exciting to be able to follow the athletes continuously.

Actions: delivery of new TV graphics (FB)

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4. Social Media and Esports update

UIPM Promotion and Digital Manager

UIPM Commercial and Esports Director

Social Media: RH revealed that UIPM wants to focus on content that matters and that makes us different. RH would like to maximize opportunities and increase our chances to catch up with other IFs. Which means UIPM would like to create athlete focused content, accomplishment & emotion, collaborate, personalities and entertainment and to create heroes for LA28. The UIPM is thinking of creating media training for young people (U17 U19), idea is pushing by TP.

BT said RH had articulated how UIPM will create sporting heroes with storylines to follow on the road to LA28.

Actions: many new entertaining contents will be tested from the next WC at Cairo (RH) and this season.

RS also spoke about the value of Social Media and made a number of points to members about the future of sport at the Olympic Games.

With regard to Esport, YAD has identified several recommendations: Expand & refine Obstacle Laser Run to cater to casual and competitive gamers. Deepen partnerships with Tencent, Krafton & other Esports entities to scale UIPM's digital offerings. Develop a dedicated online gaming community to drive long-term engagement. Strengthen UIPM's role in Olympic Esports Games, preparing for its eventual launch. Broaden marketing efforts to attract younger demographics and global Esports enthusiasts. Explore UIPM Esport competitions, 650 millions are doing esport around the world.

The participants are aware that the subject of Esport is important and encourage progress in this direction.

Actions: Strengthening UIPM Esports infrastructure, expanding engagement and monetization strategies, cementing UIPM's Esports footprint within the Olympic ecosystem, launching UIPM Esport competitions to further engage and develop the community (YAD)

5. Sponsors and Partners

UIPM Commercial and Esports Director

For the first time in its history, the UIPM has set up a Commercial Department to focus specifically on the search for new sponsors and to increase this income based on tiered strategies: global tier; continental tier; domestic tier. Each tier will offer different levels of visibility and engagement, and the packages will also be customisable.

For YAD, the UIPM must separate business from sport in order to take effective decisions. He points out that many IFs have created commercial entities that offer numerous opportunities.

Actions: Yaw will continue to implement its commercial strategy to generate additional revenue.

6. Roles & Responsibilities of BAC Members

All

AM introduced new roles for committee members: to liaise with their NFs/NOCs to encourage new business relationships, AM encouraged members to watch UIPM TV to offer constructive feedback on the TV product. A major role for members will be to contact potential sponsors/leads. YAD confirmed that it would be able to produce tailor-made presentations accordingly.

Travel to competitions will only be possible if serious discussions are underway with a potential sponsor/lead and a business case can be made.

TP proposed a jacket project for members.

7. Road to Los Angeles 2028: new objectives

UIPM Communications Director

JC invited members to discuss their visions for the sport and the UIPM in the LA28 cycle. He expressed his hope for the creation of a series of Obstacle events in a short format in iconic locations around the world, backed by a major sponsor and broadcaster. RS mentioned that the UIPM can aspire to better opportunity for LA28. YAD and BT discussed potential sponsors, including the importance of finding a replacement for New Balance.