



INTERNATIONAL
OLYMPIC
COMMITTEE

Olympic Day

Jessy Numan, Project Manager, IOC

FIS Annual Meeting, 5 October 2011



Topics

- Olympic Day Background
- From Olympic Day Run to Olympic Day
- Opportunities
- Key Success Factors
- Challenges
- Good Practices

Olympic Day Background



1948

- The first idea of an Olympic Day
- First Olympic Day ever organised

1987

- Re-birth into Olympic Day Run
- A Sport for All Event

2008

- From Olympic Day Run to Olympic Day
- A Worldwide and Global Olympic Day

From Olympic Day Run to Olympic Day



- 2006: Study led with some NOCs on Olympic Day Run
- Objectives:
 - ◆ Identify the event (what)
 - ◆ Identify participants (for whom)
 - ◆ Define context of organisation (with whom)
 - ◆ Identify NOCs motivations (why)
 - ◆ Understand events at a local point of view (how)

From Olympic Day Run to Olympic Day



From Olympic Day Run to Olympic Day



From Olympic Day Run to Olympic Day



From Olympic Day Run to Olympic Day



From Olympic Day Run to Olympic Day



Move



Learn



Discover

Olympic Day

Olympic Day Today: Some figures



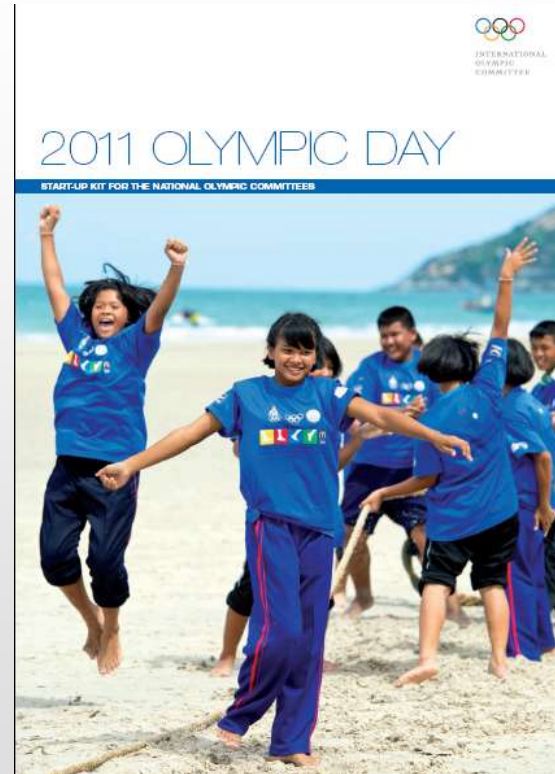
- An average of 140/150 NOCs every year
- More than 4 million of participants
- From the 5 continents
- From all walks of life
- Young people (0-24) represent 76% of total participants

Olympic Day Today



Olympic Day Start Up Kit including:

- Meaning of the event
- The concept Move, Learn and Discover
- Some tips



Opportunities for an NOC



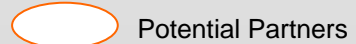
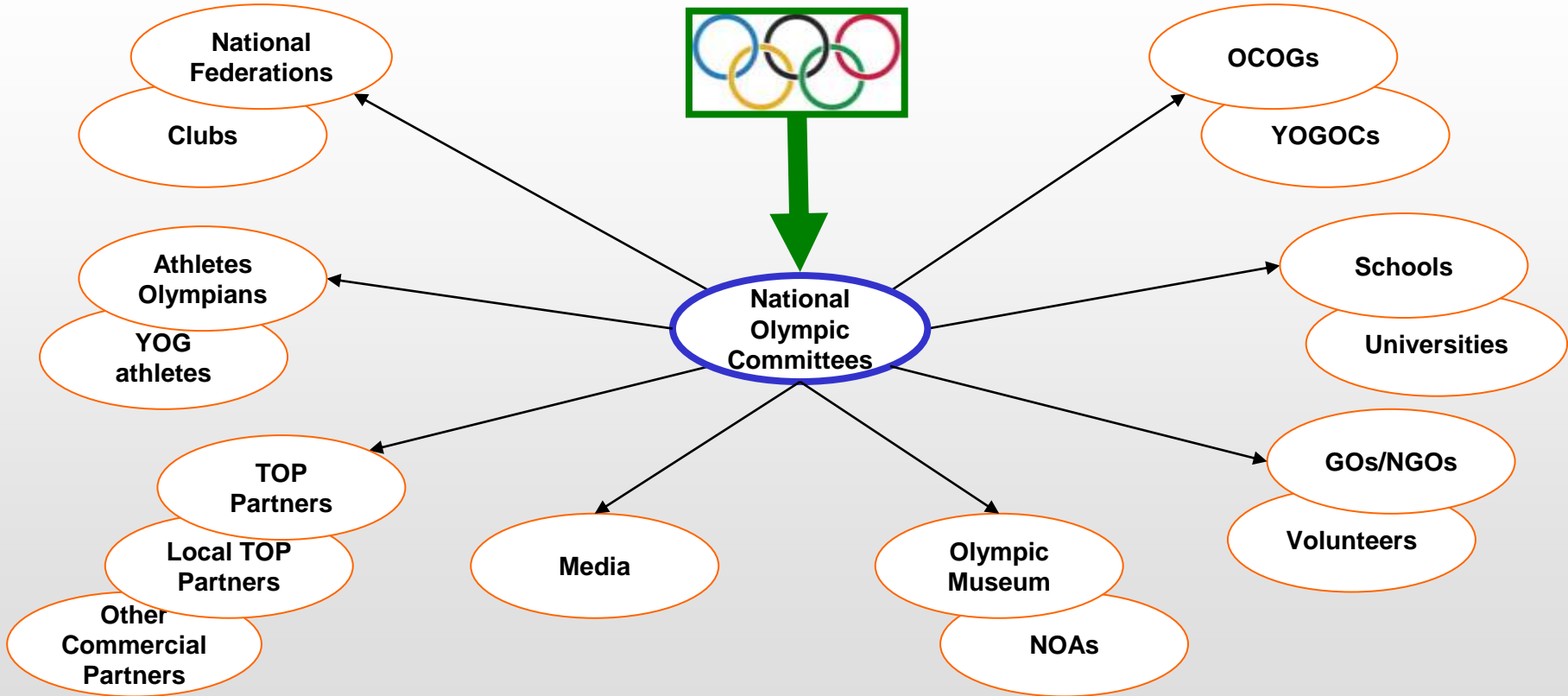
- Encourage participants to practice sport (grassroot level, sport for all, etc.) = Direct link with public
- Promote NOC activities and Olympic values
- Be recognised in the field of sport
- Benefit from media exposure (local, regional, national)
- Attract long-term partners (public or commercial)

Key Success Factors: 'Tailor-Made' Event



- Plan your event carefully
- Organise a scalable event
- Use the generic frame 'Move, Lear, Discover'
- Make your own event, taking into consideration:
 - Participants profiles
 - Local constraints (geographical, climactic, etc.)
 - Local traditions and national flair

Key Success Factors: Partners



Key Success Factors: Promotion



Traditional Media

- Press Release
- Press Conferences
- TV
- Radio
- Press



Promotional Media

- Flyers
- Posters
- Publications
- NOC Website
- Advertisements
- Partners Advertisements



Social Media

- Facebook
- Twitter
- YouTube
- Flickr
- National Social Media

Case Study: Olympic Day Contest



- Ouvrir la vidéo

The screenshot shows a YouTube video player interface. At the top, the YouTube logo is on the left, and a search bar contains the text "olympic day contest". To the right of the search bar are buttons for "Rechercher", "Parcourir", "Ajouter une vidéo", "Créer un compte", and "Connexion". Below the search bar, the video title "Olympic Day Contest" is displayed, followed by the channel name "sandro9911" and "20 vidéos". The main content area features the Olympic rings logo and the text "Olympic Day". Below this is a video player with a progress bar showing 0:00 / 0:00. To the right of the player is a list of suggested videos with thumbnails and titles: "Austrian air", "To London we go MOV", "Russian BBQ", "Pietro", "LibLapse London 2 Bangkok", and "Cool Twitter Contest". At the bottom of the player, there are buttons for "J'aime", "Ajouter à", and "Partager", along with a view count of "23 vues".

Challenges



- Attracting commercial partners
- Lack of resources (human, financial)
- Date(s) of your event
- Competition with other sport events

Good Practices



Engage schools,
universities, teachers



Good Practices



Invite athletes in schools



Good Practices



Work closely with your partners



Good Practices



Use Social Media

The screenshot shows a Facebook event page for the 'II Maratón y 1/2 Maratón 3 de julio'. The event is organized by 'ESA' and is public. It is scheduled for Sunday, July 3, from 09:30 to 11:00 in San Salvador. The event description mentions celebrating the month of July with the marathon and half-marathon, starting at 9:30 a.m. The event has 932 participants. The page also features a list of participants, including Lily Killa, Andy Pineda, Ricardo Moreno Carrera, Rafael Soto, Bethaida Salgado, Raquel Moreno Carrera, and Salvador García. On the right side, there are sections for 'Evènements de vos amis' (Festival ZouK 2ème édition), 'Anniversaires' (Jonathan Dygas), and 'Lien commercial' (L'Oréal Paris CH).

Good Practices



Debrief internally
and with your
partners





Questions



Thank you