



Marketing and Public Relations
Recommendation Summary Report
2010-2000



2010 Arctic Winter Games

Decorations and Pageantry:

- It is important to ensure that the Arctic Winter Games logo is visible throughout the city, and that the multiple aspects of the Games is marketed to the various groups within the area.

Media:

- Ensure that the people working in the Media Center are professional, competent and able to work independently and understand the importance of discretion. This must not be underestimated.
- It is a challenge to know when to send out the media invites. Media tend not to respond until about one month prior to the Games. However, it is essential they are aware of the Games. We recommend sending out an invitation letter by email about 8 months prior to the Games. An email of invitation can be sent in early December with a deadline for registration. A reminder email after Christmas is essential.
- Two main elements of media – media relations before and during the Games and media placements at venues. We recommend separating the role and having a second individual look after media placement at the venues as this only starts about 6 months before the Games, but can be quite time consuming. Familiarity with photography/video needs is important.
- We strongly recommend the International Committee play a greater role in the selection and negotiations of a host broadcaster. There is a lack of continuity and sharing information about negotiations from Games to Games, and this puts the host societies at a great disadvantage.
- Sport Information Officers were available at each sport to address media inquiries and assist in any way. This was not a time-consuming role and was easily handled by the sport chairs and/or co-chairs. It is essential that the SIOs be familiar with the sport and the technical elements as well as the dos and donts.

Publications:

- Consider outsourcing the publications.
- Start the process early! A missed deadline resulted in us being unable to distribute our volunteer handbooks during scheduled accreditation badge pick up dates and the Opening Ceremony programs were delivered the day before the event.



- Ensure the publications project is resourced appropriately.

Tickets:

- The ticket plan should allow for consideration for purchase of certain tickets at venues, ie medal rounds.
- Include a lanyard if using an accreditation style ticket for the Sports SuperPass.

Trading Post:

- Be clear on the purpose of the Trading Post for consistency in responding to enquiries from potential exhibitors.
- Ensure the Trading Post is in a central location and easy for the public to access.
- Load in/out was difficult as the venue was also used as the main marshaling area for the participants for the Opening and Closing ceremonies. The hours of the Trading Post were reduced as a result.

Advertising:

- The development of a unique logo and slogan for the Host Society requires an enormous amount of human and financial resources. It is recommended that the International Arctic Winter Games logo be used from one set of Games to another so that collateral material can be passed along.

Sport and Cultural Ambassador:

- Hire the marketing manager as soon as possible and add a marketing assistant and a communications assistant later on in the staffing plan for a total of three marketing staff members.



2008 Arctic Winter Games

Executive Committee:

- Events identified through work plan – allows for planning, commitment from sponsors, ect.
- Volunteers – special events volunteers must be identified and committed at an early stage to assist with all set up, rollout and tear down, so volunteer tracking and incentives must be identified.
- Our budget for special events was 20,000\$, which should increase – our costs ran to ensuring the special events toolkit was stocked with everthing we might need for set up and tear down, to lightning and sound systems.
- Essential to work with sponsorship – we used a lot of prizes/giveaways donated form sponsors at most special events – provided them with greater exposure on top of their Games support.

Merchandise

- The merchandise program was initially managed by the Marketing Manager – which did not work – there are too many details to implement and manage a program of this size. Ensure that there is a dedicated person to manage and run the program, regardless of who they report to.
- Set the merchandise for the program through various agencies with the ability to either embroider on site or have it delivered embroidered from the manufacturer.
- Either a program designed exclusively to manage and track inventory, sales, by product with the ability to enter recievables, ect or a plain cash register system, and the inventory is managed by other controls program needs to be set up and held consistant.
- Ensure that there is an understanding of the scope of the project with the decision makers prior to research, work and implementation.
- Ensure that you have a knowledgeable and experienced candidate to manage the merchandise program, with clear goals/targets and a strong collaborative ability.

Media and Broadcast:

- The staging manual needs an updated media list. The one supplied was created in 1998, and many changes in technology have occurred since that point in time.
- A schedule containing when the press releases would be put out was not created, and should be for future Games.



- International coverage of the Games should not be ignored.
- Media needs a greater ease of accessibility at sporting events, and the areas for each venue in which media are allowed to be needs to be clearly marked and communicated.
- There needs to exist a “media-only” dedicated space for medal rounds.

Tickets:

- It is recommended that the policy for allowing children under the age of 6 into venues without a ticket be changed to children under the age of 1. Children do not spend the entire time sitting on their parents knee, and take up the space of those who have purchased a ticket.

Advertising:

- Strong visual ID and cohesive plan rollout is needed
- Adhere to the strong visual guidelines for the Games.
- Target the audiences – we had some challenge with the regional coverage, so a targeted outlying program early will enhance the host city’s program
- Collaboration – ensure that all divisions and interal audiences understand the importance of branding the Games.
- Front and center – keep the 2010 AWG top of mind with your community, but don’t saturate too early, people will not be able to maintain energy for long.



2006 Arctic Winter Games

Advertising:

- Keep the same group of people the entire time to keep the “look” intact for the entire Games.
- Signage should be consistent, with it clear from the beginning who is in charge of this area of advertising.

Media:

- Set a calendar or timeline and use it.
- Share ideas for Marketing with the Board and get ideas from them.
- Web Vision over the internet for Opening/Closing and some sporting events.
- Media packets should have included a map and directions to all venues.
- A media shuttle would have been nice.

Merchandising:

- Have a “store”. Use it to sell merchandise and tickets. Have it be central information place staffed with informed volunteers that can answer questions or act as a switchboard. Put a couple computers in the store for volunteers to sign up to volunteer on and get general information off of.
- Pins – the pin trading was hot and heavy, but pin sales were down. Many contingents brought pins to trade that no one needed to buy any. Cutting back on the number pins that are ordered could be beneficial.

Ticketing:

- Use your merchandise store to sell tickets with a 1-800# and sell tickets online yourselves. This may be less confusing to some people although it would probably mean an additional staff person to deal with it.

Revenue Development:

- Establish an endowment fund on the international level that provides seed money for communities that are chosen to host future Games that have never hosted the Games before. This funding would provide for preliminary start up requirements and minimal staffing until the new host community gets its fundraising going on in earnest.



- Provide stronger and more detailed information of sponsors from previous games. It is especially important to make available key contact information for those past sponsors. This will allow for a better designed and executed fundraising campaign for future host societies that will improve early and ultimate fundraising success.
- Provide broader range of Games literature and materials that could be used for fundraising purchases early on in the initial stages of event development. This would include 'boilerplate' materials from the international committee that would allow for a local host society to fill in the blanks and immediately begin to fundraise while developing more unique fundraising campaign for use and implementation as the event effort develops.



2004 Arctic Winter Games

Graphics/Signage and Advertising

- Use signage from previous games to keep the costs of production down.
- It would have been better to include graphics with advertising and allowed the signage committee to focus more on developing a logistics based signage plan.
- Develop a graphic standards manual and make the Games logo available for use through the ftp site in various formats for other users.
- Remove sponsor signage from committee role, should be on its own – very important as this gets a lot of attention.

Logo and Signage:

- Keep close cooperation and working relationship with the venue manager.
- Establish a network with all different committees at an early stage. Try to go into details to get a real picture of what kind of job it is going to be.

Media and Broadcast:

- Be more prepared for a media onslaught just prior to Gamesweek – have a number of story ideas and interviews set up prior to Gamesweek.
- Have more than one person dealing with the media requests just prior to Gamesweek and during the first few days of the Games.
- Media invitation should be sent out about 4 months prior to Gamesweek to allow media more time to plan to come to the Wood Buffalo Region.
- Develop a media center for the media to work out of during the Gamesweek
- Have an easily understandable interview policy so that volunteers know when they can speak to the media.
- Communicate with other media what their restrictions might be based on your official broadcasters contract.
- Develop facts and figures tip sheets prior to Games week.

Special Events:

- Recommend that the Committee not be called Special Events, but instead called Sponsor Servicing and focus on Sponsor Servicing as the main mandate. The overlap with Guest Services needs to be removed. The Business After Hours and Sponsor Recongition



events, photos of sponsors and management of fulfilling sponsorship agreements could all be coordinated by this committee.

Mascot:

- Recruit a variety of volunteers in different age groups to act as mascot volunteers.
- If the costume does not fit the mascot volunteer, make an extension to it if possible.
- Complete security checks on each volunteer.
- Schedule back up performer/handler teams for crucial mascot appearances.

Ticketing:

- Sports SuperPass (\$20) – very successful, and should be continued in the future. Make sure you do not sell these at the games office, but at outside areas.
- Call/email volunteers before their shifts to make sure they are aware of their schedules and to clear up any questions they have.
- Ceremonies lottery ticket sales is not a successful idea. Tickets should be sold as any other public event: first come first serve. Hold a block for families of athletes, but public tickets should just be sold normally.
- Community consumer and resident research should be done before ticketing and marketing planning gets underway. This way there is some proof for making some of the decisions, like considering the number of people will be out of town, ect.
- Ticket purchases should be handled by an outside organization, not the Games Office, except for special guests and accreditation.
- Ticketing packages could be an option.
- Individual concert passes should be sold instead of a Cultural SuperPass to increase attendance at concerts.
- Sell a plastic ticket holder with lanyard to accompany the SuperPass to generate profit and to protect their SuperPass.



2002 Arctic Winter Games

Merchandise:

- Sell pin trading merchandise to the general public. Do not just have it available for the athletes.
- Sell merchandise at sport venues to increase sales.
- Ensure that there are large quantities of the specialty pins available for sales.
- Outsource the merchandise if you do not have many personnel.
- Retain control to approve the designs and keep involved as much as your time allows.
- Have a lot of variety, but do not produce too much.
- Make sure to go down on prices in the end of Games Week and just after the Games.

Marketing:

- Handpick your key personnel – Strongly recommend that there is a good mixture of local people with roots in the society, and members from outside to give a different view point – with emphasis on the local people.
- Seek sponsorship from major media – Communicating goals and legacies is important for a non-profit organization like the Arctic Winter Games. It is expensive to buy media, so get a sponsorship from them. It is much easier to get a sponsorship from the media itself, than to seek many sponsors to get funds for buying media and then using a lot of time to take care of many sponsors.
- Select sponsors strategically – if you need funding, go for a small number of big sponsors. Small sponsors should be sought out with emphasis on service.

Media:

- Hold a media briefing each morning of the Games, with the Host Society President as the key speaker, where the previous day is re-capped and the upcoming day presented.
- Keep a Media Center log book.
- Ensure there is sufficient technology to support the needs of the Media Center.
- Send out invitations well in advance, and make sure to follow up by either phone or email.
- Get copies of each contingents media guide well in advance of the Games.

Publications:



- Give as much information as you can. It is important for an organization such as the Arctic Winter Games to gain understanding from the public about its philosophy, goals and effects. Themes such as the efforts of volunteers that go into the preparations, and the cultural roots across the Arctic are best communicated with a good information flow from the Host Society.
- Be honest, open, and constructive towards the media.
- Get an active person with knowledge and ideas for the homepage.
- Consider moving the Host Society's homepage to the International Committee's homepage after the Games.
- Prepare well beforehand for publications and information during Games week.
- Keep total control, but delegate as much as you can.
- Consider having a designer in-house
- Write as many as the ULU News articles in advance.

Sponsorship:

- New policy should be put in place regarding accepting additional gifts that leverage profile for the sponsors.
- Decide with your committee whether or not sponsors can bring their mascot to the Games.
- Identify whether it is possible for sponsors to purchase additional VIP packages, or bring a guest to VIP events/VIP seating.
- Update policy to address the placement of sponsor logo on Games week map (ie bank locations) and allowing sponsor/VIP to make announcements at their named venue.

Mascot:

- The vehicle for the mascot's travels should be big enough that the mascot can get in fairly comfortable in costume to make appearances easier and quicker with less down time in the outfit.
- It is nice to do events with the Mascot, but it takes a considerable amount of work to do a good job. If you do not have time for it after 6 months before the Games, find a good person well before that and get him/her to do the job.



Ticketing:

- Set aside a bundle of SuperPasses for each retailer with a matching tracking sheet and then a sold area for marking when sold. This tracking sheet to be returned to the Co-Chairs on pickup days with monies attached.
- Have all information booklets, ect arrived and on site prior to the day before the games for distribution through the games.
- Use venues where you can use an Entry door as well a sa different door for Exit only thus enabling our volunteers to keep proper counts of people inse the venues for Fire Marshall purposes.
- Educate all volunteers on what their accreditation passes allow them access to for each venue to decrease confusion.
- Develop a policy in advance for access in your galas dealing specifically with Media, Athletes and Cultural Delegates.



2000 Arctic Winter Games

Advertising and Publications:

- Establish a signage committee, but have a separate committee for the Mascot Program, and include “graphics” under the Advertising Committee’s responsibilities to reduce overlap
- Select a logo with a simple yet attractive design that can be reproduced with minimum difficulty and cost in all formats .
- Produce a Graphic Design Standards Manual, but do a better job of enforcing its provisions, be careful about making exceptions as these can establish regrettable precedents.
- Develop a signage plan, especially for wayfinding and sport field of play, one year in advance of the event.
- Schedule back up performer/handler teams for crucial mascot appearances.
- Maintain a consistent look for all Games signage.

Graphics and Signage:

- Graphics and Signage should not be a subcommittee of Advertising and Publications, but a committee on to their own

Merchandising:

- Work closely with a consultant to gurantee easier merchandising of your store.
- Purchase in fewer quantities for a faster turnover.
- Research and purchase a POS system that has all the qualities that you will need to operate properly.
- Hire a Merchandizing Coordinator with plenty of retail experience.

Media and Broadcast Relations:

- Have volunteers with media experience who have dealt with media before and know how to help reporters.
- Make sure all volunteers involved in all aspects of the Games get a quick briefing on what the media’s role in the Games is and why it is important to keep them happy and help them whenever possible.
- Send invitations well in advance and follow up on letters through phone or email.



- Be prepared for walk-ins – media who haven't registered but just arrive at the Games and want to be accredited immediately.
- Meet with the organizers of the opening and closing ceremonies early to make sure they know what the media require during the ceremonies and iron out any wrinkles well in advance so no one is surprised at the last minute.
- Have a procedure in place for dealing with sticky issues that might come up during the Games.
- Get copies of each contingent's media guide in advance of the Games.
- In the future, each contingent assign Media Relations to a Mission Office.

Ticketing:

- Have a special entrance for public and special guests at Opening/Closing Ceremonies.
- Have an accurate system for keeping control of ticket inventory.
- Have strong promotion of the Opening/Closing tickets.
- Thoroughly inform the public on the lottery process for the Opening and Closing Ceremonies tickets.