



PUBLIC RELATIONS,
PROMOTIONAL ACTIVITIES
AND SPORT PRESENTATION



Atmosphere of the FIVB Klagenfurt A1 Grand Slam Center Court during the gold medal match between Italy and Brazil

In today's highly competitive promotional world, it is important to capitalize on any opportunity to capture media and/or public attention. International FIVB beach volleyball events generate a high level of interest from the domestic and international media due to their highly attractive mix of both local and top-ranked international teams competing at a highly competitive level in beautiful locations all around the world. The presence celebrities and the implementation of VIP Packages have become a "must" in terms of generating interest from the media and potential sponsors, as well as potential Promoters and local and national authorities.

7.1 Public Relations & Promotional Activities

With the aim to promote successfully beach volleyball events at any level, the FIVB has created a *Guideline* to encourage and inspire everyone who seeks to engage with an FIVB beach volleyball event. All the initiatives explained within this guideline will lead to attract and engage on site audience, and to increase media exposure and value of the event. This document has been distributed within all the stakeholders concerned. The initiatives are sorted out in the following five major pillars;

1. Attract on-site audience; to have packed stadia not only over the final days, to create an experience for the on-site audience, and to share a philosophy of live (beach volleyball = high-level sport + lifestyle + entertainment + fan)

2. Digital audience; to synchronize and merge all elements from different platforms, to develop a digital ecosystem and to engage fans through our digital platforms.
3. Red carpet stars (athletes); as a tool for fan engagement and for the global exposure of the players.
4. FIVB support to the organizers: for positioning beach volleyball as top athletic and highly professional sports played around the world.
5. Development Programs; for increasing the number of competitive National teams and overall registered athletes, for keeping supporting the athletes throughout the FIVB Prize Money and the organizers of the Age Groups events, Confederations and NFs to develop Continental Cup and National & Continental events, for transfer best coaching practices for developing countries, and for improving the management and the know-how of National Federations.

As part of the FIVB's policy to promote a dynamic and appealing image of beach volleyball, Promoters are encouraged to organise side events (with the participation of special guests, players, officials, media, sponsors, etc.), such as camps for beach volleyball fans, music concerts, parties, and to conduct PR activities to stimulate public and media interest. The FIVB and its Organisers implement at each of the major events a powerful program of VIP packages and other activities. Side events can attract important media coverage, as well as extend the scope of the event beyond the competition and is an effective way of attracting spectators, new hosting cities and sponsors. These programs are now an integral part



Promoting FIVB's development initiative "Volleyball Your Way" at the World Championships The Netherlands 2015

of all FIVB beach volleyball and World Championship events and reinforce the lifestyle element of beach volleyball by providing a vibrant social scene which attracts many spectators resulting in full stadia and a vibrant and electric atmosphere. PR activities that allow the public to experience closer contact with the athletes contribute to the development of 'stars' and 'role models' in turn encourage more involvement from the public turning them from spectators into fans.

First time Promoters are strongly recommended to visit well organised events to observe all PR activities, evaluate them, and adapt them to the needs of their tournaments.

To increase the Media exposure and to secure full stadiums at FIVB beach volleyball events, The FIVB has developed guidelines on 5 fundamental pillars (http://www.fivb.org/download/FIVB_BVE_Promotion_PPT_V5.pdf):

1. Attract onsite audience;
2. Digital audience;
3. Red carpet for athletes;
4. FIVB support to the organisers;
5. Development programs.

These guidelines aim:

- to promote successfully Beach Volleyball Events at any level
- to attract on site audience and engage spectators
- to increase media exposure and value of the event
- to encourage and inspire everyone who seeks to be engaged with an FIVB beach volleyball event.

The following PR and Promotional activities are strongly recommended:

- Launch Party (one or a few days before the event) for invited guests and media to be attended by top ranked teams and local stars.
- Pre-sale and promotion of tickets and VIP packages locally, nationally, and internationally.
- Provision of catering for VIPs and special guests.
- Music concerts at the venue alongside the tournament but not interfering with or affecting the match schedule. Organisers are encouraged to include the top ranked or local athletes as special guests, for example, bringing them on stage during the concert and introducing them to the crowd.
- Beach Volleyball Camp programs to be staged during the event aimed at developing a new generation of athletes and introducing beach volleyball fans to the rules of the game.
- Beach Volleyball Camp programs for school children prior to the start of the Main Draw with the mandatory participation of men and women athletes. NFs are required to financially support camp program projects taking place during FIVB beach volleyball events. Beach Volleyball Camp activities can take place on Grass courts or courts with other types of surface if sand courts are not available.
- Appearance of local stars on television, in sports magazine can be used to promote the upcoming FIVB beach volleyball event and to attract the best possible coverage.
- Any press activities such as launch of the event, press conferences, interviews in the mixed zone, highlight shows, etc.
- Athlete appearances on local radio and/or TV programs.
- Promotion of the event by the Host Broadcaster before its start.
- "Meet the Stars" autograph signing sessions, either at the

venue or at local shopping centers/malls, for example, in collaboration with local radio stations, with printed cards in postcard format for this purpose.

- Contributions by key athletes to local charitable or community organisations, such as short visits to hospitals or schools to visit patients and students (always accompanied by photographers/TV/radio crews etc.).
- Organise whenever possible night time matches in addition to day time matches, especially in cities where there is a thriving night life and spectators will be attracted by the party atmosphere. This will increase the number of spectators and the amount of media coverage as night matches can be broadcasted at peak times.
- Create a mascot for the event which can make appearances at promotional sport and media events prior to the start of the tournament.

7.2 Sport Presentation

“The crowd’s excitement topped 104.6 decibels at a beach volleyball match between Team GB and Italy, the kind of noise level expected at a rock concert.” – The Telegraph. The FIVB thanks James O’Brien for his valuable contribution to this section on Sport Presentation.

Sport Presentation is now a fundamental element of all FIVB beach volleyball events. It encompasses the look, sound and feel of the event and aims to create an exciting and energetic atmosphere for both the onsite spectators and those watching at home.

The Sport Presentation team is responsible for controlling (and possibly installing) all of the event production elements that go in around the sport on the field of the play. They control the entrance of the athletes, the music, the video and scoreboard content, entertainment on the field of play and the medal ceremony production values should be kept high and the execution slick.

The guidelines below describe in detail the various elements of the Sport Presentation program to enable Promoters and FIVB Technical Supervisors to work together to improve this element of the event. A good Sport Presentation program can draw more spectators, sponsors, and commercial interest.

A good event will turn into a great event should a proper balance of sport, pageantry, education and entertainment be implemented. These elements are now essential if the sport is to meet the high standards that the public now expects, especially in the wake of the spectacular Sport Presentation program implemented at the beach volleyball tournament at the 2012 Olympic Games in London.

A. Key Elements

Implementation of the Sport Presentation program at any event is difficult as many elements remain outside of the

traditional technical scope of the event. Time and money must be allocated to ensure that a Sport Presentation plan is appropriately put in place. Elements that contribute to an effective and appealing Sport Presentation plan include:

1. Producer

A competent person with the necessary professional skills (from an event or television production background) should be appointed as producer to work alongside the Competition Director. It is the producer’s job to build a Sport Presentation program around the competition schedule in a way that compliments and enhances it.

2. Announcers and Presenters

The announcers and presenters are key figures and play vital roles in getting the crowd involved and at the same time creating an energetic and party-like atmosphere. They should have a good knowledge of the sport and be able to provide the audience with key information about the players and the strategies being used as the game progresses in both the local language and in English for foreign spectators and players in order to build a sense of expectation and excitement. The FIVB strongly recommends hiring two announcers in order to maintain a high performance level throughout the competition, especially in the first days. During this initial part of the competition the announcers can operate a shift system to give their voices an opportunity to rest. Both announcers could be used during the final games, for example, one to animate the crowd and one on the field of play interviewing players, commentating on entertainment taking place between games and so on.

Organisers should also consider engaging an on-camera presenter who acts as an anchor for the coverage to the screen. This person should have experience working in live television, of working with floor management and receiving ‘live’ instructions. This Presenter is then able to relieve pressure from the announcer, interact with the announcers and, with the use of a wireless camera and microphone, present items from warm up courts, back of house areas etc. giving the spectator a unique insight into the sport.

The announcers should be able to focus their attention and commentate on the courtside activities. The announcers must be entertaining using their personal style and presentation technique to convey the excitement of the match to the crowd. The announcers must at all times remain neutral. They are the bridge between the action and the spectators and must be enthusiastic and committed to what they are doing. The announcers must always remember that the crowd is there to watch world class beach volleyball and it is their job to enhance that experience. The better this job is performed, the longer the spectators remain on centre court. This is particularly important for televised events when the broadcaster will want the venues to be full during periods of transmission.

3. Floor Management

An experienced floor manager is an essential member of the Sport Presentation team. The floor manager should have a background in event or television production. The role of the floor manager is simple – they follow instructions from the

Sport Presentation Producer over the wireless communications (comms) system. They cue all of the activity that happens on the field of play from athlete entry to audience interviews. The floor manager is required by law in many countries as they also ensure that all activity adheres to local Health and Safety restrictions.

4. Music

Music is a vital ingredient in setting the mood and animating the crowd. It can be used to generate anticipation, suspense, excitement and celebration and the Sport Presentation plan must take this element into consideration.

The Promoter must, however, ensure that the songs selected are suitable and do not contain offensive lyrics. No music or ‘stings’ (see below) are to be played during inappropriate moments of the game, for example, moments when concentration is needed, such as when about to serve or during rallies. It is crucial that a professional, experienced DJ is hired to facilitate a high quality music selection that will keep spectators entertained. This person must be used to working under pressure as they are operating equipment that, if triggered at the wrong point, could cause serious disruption to a game.

A library of music should be compiled prior to the tournament and arranged in categories (‘Tension’, ‘Celebration’ ‘Invigoration’ etc.). During rehearsals the producer should sit with the DJ and decide on a list of preferred tracks. During the preliminary rounds the producer will see which music the spectators are reacting to best. These tracks can then become Hot Tracks which are played in at key points.

The producer can also make a number of short ‘stings’ that are played in as punctuation during the match. These edits

will need to be cleared with the record company and music publisher prior to use as this will not come under a normal promoters music license.

Music must only be played at the venue after obtaining the necessary permissions from the host country. The Promoter is responsible for obtaining a PRS license or equivalent for music use within the venue. This will also clear the music for ‘background’ use for broadcast. If the Promoter wishes to give the broadcaster a clean feed of the audio then all music will need to be cleared with rights holders and fees paid to the relevant bodies.

Any music that is used to cut moving pictures (VT Production) for playout within the venue will also require a license (synchronisation license).

5. Entertainment

Live entertainment can generate bigger crowds particularly in locations where beach volleyball is not well known. Dance groups are a popular form of live entertainment that can be used on court, but other animators such as mascots, jugglers, clowns, mimes, face painters and so on can also be used to mingle with the crowd and retain spectator interest. A high quality entertainment offering has the ability to transform an event in a truly magical way. Dancers can be used throughout a session, from athlete entries to time-outs. As with all elements of entertainment it is critical that the dancers and choreographer are of a high caliber and are given the opportunity to rehearse on and off site. Local bands (samba, marching bands, and military bands) are always enjoyed by spectators and can be used at points throughout the session. If your broadcast partner agrees to cover and transmit this entertainment you may also be able to bring in world class entertainers for world class sessions.



German world champion Julius Brink (left) interviews Brazilian world champion Marcio Araujo (center) after a country quota match with Saymon Barbosa

If entertainers are to be brought in Organisers should consider any additional costs that may be incurred by booking them. This may include wardrobe, hair and make-up, art dept costs etc. Ensure that all of these costs are covered prior to booking any talent.

Following London 2012 beach volleyball leads the way in fusing entertainment and sport in a successful way. Organisers must always employ an experienced company to deliver entertainment elements to ensure that they understand the technical issues around timings, the appropriateness of any offering and also that the quality performers matches the quality of the sport on the field of play.

6. Rehearsals

In order to bring all of the elements of Sport Presentation together in a professional and orchestrated way it is vital to allow for rehearsals within the tournament schedule. Initial rehearsals for dancer and bands can be carried out off site and then on practice courts. Once the running order has been completed by the producer a 'walk-through / technical' rehearsal can be carried out. This is when elements are timed, routes and entrances walked and planned. This technical rehearsal should be done without any 'talent'. Once the technical rehearsal is completed and the production team is happy with the sequences talent can be brought in (dancers, bands etc.). A full dress rehearsal will then take place which involves all of the Sport Presentation team and the sport technical officials.

7. Sound System

A good, well-tuned sound system for both the announcer's commentary and the music is extremely important to ensure the Sport Presentation part of the game is a success. The FIVB Technical Supervisor should test the sound system prior the start of the event. The sound system should be positioned inside the stadium in a way that does not interfere with the spectators' view or enjoyment of the event. A secure, roofed area must be constructed in a position that faces the center court where the necessary equipment for controlling the sound, making announcements, playing music etc., can be set up. This should be on the same technical table that the producer and Sport Presentation technical crew (including screen operations) are situated.

The PA should incorporate zoning into its design. This will enable the sound operator to control the level of sound that is played out over the positions that the broadcast commentators are seated in. The DJ should work closely with the announcer to entertain the spectators and provide information on the competition. Radio microphones should also be used to enable announcers to move around the crowd interviewing fans and conducting post-match interviews on the field of play. Where radio microphones are in use the Organiser should ensure that they are provided with the frequencies of all radio equipment being used on site. This will avoid any unwanted announcements being played out over the PA!

8. Introducing Athletes and Officials

The start of a match where teams and officials are introduced can be one of the most exciting parts of the match where the crowd's attention can be focused on the field of play and a sense of anticipation can be built before play begins.

A match protocol for the announcement of officials and players must first be established. The first and second referees must enter the court first and be introduced by their first and last names, followed by the athletes who are accompanied by music and are introduced by their country and preferred names (e.g. first names only/second names only/both names/preferred aliases) taking care to ensure the correct pronunciation is used. At this point, the announcer should also give the crowd some background information about the athletes, such as previous placements in beach volleyball tournaments, match history, etc.) to inform spectators and build excitement for the game ahead.

If the Organiser has engaged dancers and musicians these can be used to create a staged entrance for the athlete. This puts the athletes at the centre of the production and gives them their 'rockstar' moment. As mentioned above, when introducing the athletes, it is important that the announcers use the preferred team name that the athletes habitually use around the world. For example, athletes from Portuguese or Spanish speaking countries are often better known by their aliases (often the team name) rather than by their full names. Care should therefore be taken to ensure that the preferred team or athlete name is used consistently on TV graphics, scoreboards, in announcements and so on, during the events and during the season.

Any music or anthems that are played during these moments must be cleared for broadcast use. The team should also check that the correct version has been provided.

9. Scoreboards/Digital Boards

Colour scoreboards and digital boards can be used to present information about athletes, match scores, videos, as well as advertisements for international and local partners. During the match, athletes' statistics (particularly for the most important matches) and referee hand signals can be displayed on the digital boards, as well as slow motion playbacks of the last point played.

The digital boards can also be used for entertainment activities, such as Trivia contests and sing-alongs, as well as for displaying the countdown until the start of the match/set, time outs, the center court competition schedule and any other relevant information. Live scoring can also be displayed on the digital boards as well as on the scoreboards, for World Tour Final, Grand Slams, Major Series and World Championship events and, if requested, for Open events.

10. Video Boards

The video board is mandatory for World Tour Final, Grand Slam and World Championships and recommended for Open events. The video board can help to entertain the onsite spectators and to increase sponsor exposure. For events with

a large number of spectators, one additional video board displaying the Host Broadcaster's match coverage can be set up on an outside court or in the Sponsors Village. Live scoring should be displayed on the video board for World Tour Final, Grand Slam and World Championship events, while for Open event Organisers, this service can be available for the centre court, if requested.

11. Information/Research

Presenting the beach volleyball athletes as "stars" is critical to the success of FIVB Beach Volleyball World Tour events. The announcers should be equipped with athlete information and statistics in bullet point form for ease of use. Organisers must never assume that the crowd has a complete understanding of the sport. The Press Director and the FIVB Media Operations Delegate must ensure that the announcers have a good supply of background material to educate the crowd, explain the essential rules of the sport and the referees calls, (especially in places where an FIVB event is held for the first time) and thus avoid hostile behavior towards players or referees.

Information concerning the special programs and seminars, the tournament, the prize money, the history of the event, the competition system, the final results on external courts, the following games to be played, etc. should be communicated to the spectators as well.

12. Graphics and Film (VT) Production

The content that is played on the screen is an exciting part of the Sport Presentation offering. The Organiser should consider creating a series of films about the host nation, city and local stories. They should tell the story of beach volleyball and if possible create VTs that explain and educate the spectators about tournament structures similar in content to the 'Sport A-Z' packages created in London 2012. It is also possible to create video packages on site – these can feature interviews with spectators entering the venue and athletes either in attendance or watching. These work well when played out in the sessions as it engages the spectators if they can see that they are a part of the film. They can subsequently be put online for ticketholders to download and keep. Graphics should also be created in the look of the tournament. These would incorporate for example 'half-time' 'spike' 'medal ceremony'. Care should be taken when using type in VTs and graphics that they are legible from a distance. Messages should be kept as simple as possible to ensure that as many people as possible can understand them. This production should be carried out by an experienced team in order to ensure that information contained within the VTs is accurate.

13. Communication

The producer must be a pivotal point of communication between all other "actors" (athletes, Organisers, technical staff, etc.). The crowd must see all movement as "produced". This includes movement of athletes and technical personnel on and off the court. The producer must know exactly what will happen and when. He/she is the conductor, orchestrating all movements during the competition. This will be rehearsed during the technical and dress rehearsal. It is essential that everyone understands the role and responsibility of the

producer. A system of radio (wireless) communications should be used to enable the presenters and entertainers to roam as far as possible into the crowd. All members of the team should ensure that they understand the hand signals that the floor manager uses to cue action during the session. The producer should not be approached during competition time unless it is for a critical conversation.

14. Venue Look

The look of the venue should be clean and remain consistent (i.e. plastic bottles should be removed from the TV cameras' view, brightly colored bibs for TV Cameramen and photographers should be avoided, etc.). The producer should make sure that the look of the venue, beyond the FIVB standard requirements and homologation, expresses the uniqueness of that particular venue. The main stadium should feature cladding containing elements of the event's visual branding. It is recommended that information on the entry policy, (free admission or ticket information, security, etc.), as well as the competition billboards (brackets, competition schedule, etc.) should be printed on the cladding directly. At certain events, such as the World Championships, World Tour Final and the Grand Slam events, the promoters are encouraged to use the colors from the official visual branding to dress the internal as well as external part of the tribunals. Each element of the look should be in line with the branding kit and should be discussed in detail with and be approved by the FIVB. These colors and graphic language and styles should also be incorporated into any graphics that are created for the videoboards.

15. Attendance

The Promoter of the event should make sure that there are no empty seats in the venue. He/she should ensure that any unused seats in the reserved seating area(s) are fully occupied (by the general public if necessary) to avoid empty seats, especially during the televised matches. Before a televised match, if not all of the seats on centre court have been filled, the Promoter should do his/her best to position the spectators so that the stands most captured by the main TV cameras are full, thus giving the event and the FIVB beach volleyball properties as a whole, a more positive image.

B. Sport Presentation team

The Sport Presentation team usually formulates and makes recommendations to the Promoter, who then decides on the final Sport Presentation plan and staffing in accordance with their budget. A typical team includes a producer, two announcers and a spotter, whose job it is to sit with the announcer to make sure he/she sticks to the planned script and to provide him/her with updated event information. This is not necessary if the producer intends to sit with the announcer. Also on the Sport Presentation team are the digital board operator, the floor manager, who advises the producer when athletes are ready to be introduced to the audience, and the music operator (DJ), who plays music on cue according to the script. Depending on the scale of the programme an editor may also be required.

Sport Presentation assistants equipped with walkie-talkies can also be useful for reporting to the producer the results from other matches happening simultaneously or for quickly researching a particular topic when necessary.

C. Planning

Sport Presentation is never improvised. It is thought out and planned in advance with the various Sport Presentation elements properly scripted. Sport Presentation is critical to avoid “losing” the crowd in between matches or during warm ups. In a good atmosphere some crowds may entertain themselves, but in other cases, the producer will have to train them.

The team will also liaise with the Promoter to ensure that they have the correct spaces on site (office, technical tables) in the correct positions. They will also provide the Promoter with all necessary accreditation requests and technical information that the Promoter requires.

Sport Presentation should be closely coordinated with promotional activities such as trivia contests, T-shirt giveaways, athlete autograph sessions, celebrity interviews and so on. They should be kept informed of any attending talent in order for them to incorporate them into the programme.

It is also essential that the Sport Presentation team is fully briefed on sponsor requirements – i.e. how many times the sponsor must be mentioned during a session; whether the sponsor has any graphics that need to be played on the screens or any agreed messaging. The producer must coordinate the event’s Sport Presentation program with the Host Broadcaster.

Brainstorming between Promoters, sponsors, FIVB Delegates and producers can often be an effective way of finding new and innovative ideas for the different elements of the Sport Presentation program, such as ideas for crowd animation, side events and so on.

The Sport Presentation Producer will have a daily meeting when they will run through all key points of the day’s activities. They will use the Running Order as the basis of this meeting. These meetings must be attended particularly when there are entertainers or ceremonies in a session.

D. Running Order (including Script)

The Running Order must include the following sections:

- Item Number:
This number allows the producer to communicate with other team members and also allows the producer to skip from item to item based on the time available. The Running Order must allow the producer to cut out blocks if time is tight between matches.
- Start Time:
The start time is the actual time when a block should start if the script is being followed without delays.
- Segment Time
The segment time indicates the start and end time of a particular segment.
- Description-Announcer & Presenter-Script:
A summary for the producer of what the announcer is going to say and a full scripted version for the announcer must be developed. This is particularly essential for any links or items during the competition time-outs or half time as they must be timed and rehearsed.



Dancers at the Swatch FIVB World Tour Finals 2015, Fort Lauderdale, USA

- Sound:
The music selection must be coded for easy reference for the music operator.
- Digital Board:
If a digital board is used, the messages to be displayed along with the time they should appear must be indicated.

E. FIVB Technical Supervisor’s role

The FIVB Technical Supervisor must be informed of the Sport Presentation plan well in advance so that he/she can carry out the following tasks:

- Overall coordination between all parties (e.g. announcers, DJ, referees speaking to the audience, dancers, TV personnel, court personnel, video board operator, etc.) is satisfactory and is projecting a professional image.
- Supervision of the start time of televised matches in coordination with the entertainment activities.
- Checking of the script, if available, and the correct communication of the name and title of the FIVB Beach Volleyball World Tour (Swatch Season Final/ Grand Slam/ Major/ Open event) or World Championships/ (including in the local media, publicity in the streets nearby, on the posters, etc.).
- Checking of the plans for the sound system and verifying if the sound operator and the announcers are properly equipped to accomplish their work (e.g. ensure proper set up of speakers and other sound equipment).
- Meeting the announcers and ensure they are aware of the importance of their role.
- Establishing how the Promoter/producer will entertain the crowd between matches.
- Ensuring that the producers understand the flow of the tournament and have plans for managing the dead time between matches.
- Ensuring that an appropriate communication system has been set up between the producer, announcers, Sport Presentation team and any key technical staff that may need to contact them.
- Ensuring that the official ‘sting’ (if applicable) and sponsorship announcements are communicated to the audience as per the marketing requirements.
- Guaranteeing that all names of the FIVB sponsors, local sponsors and official event titles are consistently named and pronounced correctly.
- Making sure that advertising campaigns and/or sponsors activities only take place at the appropriate time, i.e. not during important moments in the match, such as rallies out of respect for the athletes, security procedures and look of the venue on TV coverage.
- Coordinating actions with all FIVB Officials, Promoter, DJ’s, Announcers, etc.
- Checking, along with the FIVB Media Operations Delegate, that the promotion of the event is implemented accordingly.
- Verifying that the awarding ceremony is conducted as per FIVB regulations (correct flags, national anthems, link between the ceremony and the presentation team, right names of the players and dignitaries representing the National Federations or the FIVB, quality of the sound, etc.).

- Verifying the best balance and coordination between the competition, the event promotion and the entertainment elements.

F. The Venue as a Stage

All officials and court personnel are part of a “cast” and everyone has a role to play. As such, the venue, especially the court, should be treated as a stage. Officials and court personnel must remember that they are part of the show. The International Neutral Referee can help spectators, with their microphones, to better understand the rules of the game and the ‘calls’ made for certain rules.

Where possible the promoter should supply a ‘uniform’ for members of the cast who will be on the field of play. This can be as simple as a t-shirt in the tournament’s colors but will add a polished look to the event production. The Promoter should also ensure that only people vital to the delivery of the event are standing near the field of play. This should be limited to FIVB staff, tournament officials and Sport Presentation team members.

7.3 Publications

A. General guidelines

Publications for beach volleyball events should be planned in advance in order to maximize spectator interest, entertainment value and media appeal. The publications should take into account factors such as cultural differences and the degree of importance and awareness of the sport in the country.

B. Printed material

1. Official Program

The official program is compulsory and must comply with the following requirements:

- Cover printed in 4-color format and include the FIVB Beach Volleyball World Championships/FIVB Beach Volleyball World Tour visual. The artwork used for the visual must be that provided by the FIVB. Promoters may customize the visual according to the FIVB marketing regulations to include elements related to their event, such as the event title, name/logo of local sponsors etc.
- Minimum A5 format (preferably A4) with a print run of at least 2,000 units.
- The cover and any advertising pages for FIVB international sponsors and/or local sponsors must be approved by the FIVB at least 60 days before each event.
- The contents and the text must be written in English first and then in the local language and should include the following:
 - Message from the FIVB President with photograph (provided by the FIVB).

- Message from the Promoter.
- Presentation of the hosting city*.
- History of beach volleyball*.
- Participating countries and athletes (entry list provided by the FIVB)*.
- Profiles of top athletes (if not already published in a separate athletes information publication)*.
- Interviews of the top ranked beach volleyball athletes.
- Updated men and/or women's team rankings (as per printing time)*.
- Explanation of the points system and rankings*.
- Previous Olympic Games/FIVB Beach Volleyball World Championships final rankings*.
- Competition format and brackets.
- Competition program.
- Host Broadcaster schedule and details of International TV distribution*.
- Information on side events open to the general public.
- Basic rules of the game and explanation of referee signals*.
- Prize money breakdown*.
- FIVB beach volleyball men's and women's event calendar*.
- Information about the host city, for example, map, hotel information, organising committee information, etc.*.
- Local emergency telephone numbers.
- Beach volleyball action shots and shots of crowded stadium*.
- Cover layout and table of contents in English and local language (to be submitted to the FIVB for approval at least two (2) months before the event).

Note:

*This information can be obtained on the FIVB website:
<http://www.fivb.org/EN/BeachVolleyball> and
<http://www.fivb.org/Index.asp>

The official program must be published and printed at least one (1) month before the event and sent by the Organisers to the following participating athletes, international and local sponsors, international news agencies, Host Broadcaster, national news agencies, newspapers, National Broadcasting (other than Host Broadcasters) and radio, National Federations participating and/or organising the events, Volleyball Confederations, VIPs, referees, FIVB officials, FIVB Headquarters and the members of the event's organisational chart and staff. If necessary, the official program can also be circulated abroad via email and/or posted on the event's website in order to optimize costs.

The FIVB encourages the distribution of such item through a well-known newspaper and magazine.

The FIVB Technical Supervisor should send two (2) copies of the Official Tournament Program to the FIVB together with the final report maximum seven (7) days after the end of the competition. Additional copies should be available upon request.

2. Official Billboards

Organisers must print official billboards (extra-large posters). The billboards must comply with the following requirements:

- Use the FIVB World Tour or FIVB Senior/Age Group World Championships visual. Promoters can customize the visual according to the FIVB marketing regulations to include information relevant to their event including the name/logo of all local sponsors and the event title.
- Use a format printed in 4-color measuring minimum 1.50 m x 2.0 m (3 m² or according to the hosting city's standard billboard sizes and regulations).
- Produce and display a minimum of 300 units.

The layout must be submitted to the FIVB for approval at least two (2) months before the start of the event.

The billboards must be displayed in the host city's most prominent locations, including (but not limited to) bus stops, buses, underground stations, train stations, shopping centres etc., as well as free standing billboards on main streets leading towards the venue, freeways, etc., at least two (2) weeks before the start of the event.

3. Official Poster

Organisers must print an official poster according to the following requirements:

- Use the FIVB World Tour or FIVB Senior/Age Group World Championships visual. The Promoters may customize the Visual according to the FIVB marketing regulations to include information relevant to their event, such as the event title and name/logo of all local sponsors.
- Use a format of a minimum of 50 x 70 cm (or 3500 cm²), printed in 4-color.
- Produce the minimum number of units required to effectively promote the event (upwards of 500 units).

The layout must be submitted to the FIVB for approval at least ten (10) weeks before the event. The poster must be published and printed at least one (1) month before the event and sent out by the Organisers together with the official program between one month and 3 weeks before the start of the event. The FIVB Technical Supervisor should send two (2) copies of the poster to the FIVB together with the final report maximum 7 days after the end of the competition. Additional copies should be available upon request.

4. Athletes' Biographies and pictures

Athletes' biographies (updated after each event during the season if possible) and pictures (head shot and action shots) are available on the FIVB website (<http://www.fivb.org/EN/BeachVolleyball/PlayersDatabase.asp>) as well as through the BVIS database. Biographies may be printed out from the BVIS database to be copied and distributed onsite to all accredited journalists.

Pictures of the top ranked athletes, hosting venues, Olympic Games, etc., are available on the FIVB website. These pictures can be used by all Organisers free of charge for promotional purposes. However, any use of the above pictures for sponsorship purposes must be authorized by the FIVB and by the athlete(s) concerned.

7.4 Tips for Effective Event Communication

Each host country effectively promoting beach volleyball domestically participates strongly to the growth of the sport. Organisers should therefore always:

- Look for opportunities to promote athletes, for example, on radio/TV programs, in press releases, photos, autograph sessions, through involvement in kids camp programs and so on. The FIVB would like to stress the importance of enforcing the terms of the agreement signed with each participating athlete who has committed to give 1 hour of his/her time every day for PR activities associated with the FIVB event;
- Ensure the high quality of all facilities, working conditions and communication material to enable the press, broadcasters, and photographers to cover the sport and the athletes in an optimal way;
- Set up (if requested) a booth for other promoters of FIVB beach volleyball events to enhance the promotion of their tournament and/or results;

- Provide essential background information as required for TV/ radio commentators and announcers;
- Effectively communicate in the local language and in English the start time and order of each game;
- Continually supply all media with up-to-date results and information (scoreboard, athletes' guide, official program, bulletins, results sheets, rankings etc.);
- Support beach volleyball journalists with information and assistance (Press Kit);
- Arrange interviews with athletes upon request and ensure that relevant questions are asked (i.e. number of training days in a week, ambition to become professional, etc.) in order to bring the players closer to the crowd;
- Provide the audience with expert commentaries and select, possibly in collaboration with the Host Broadcaster, highlights (i.e. best moments, best athletes, best play every day, etc.). This makes spectators feel more involved in the event.
- Provide assistance with translating the athletes' interviews into several languages;
- Use press releases (maximum one page including, whenever possible, athlete interviews) to stimulate media interest;



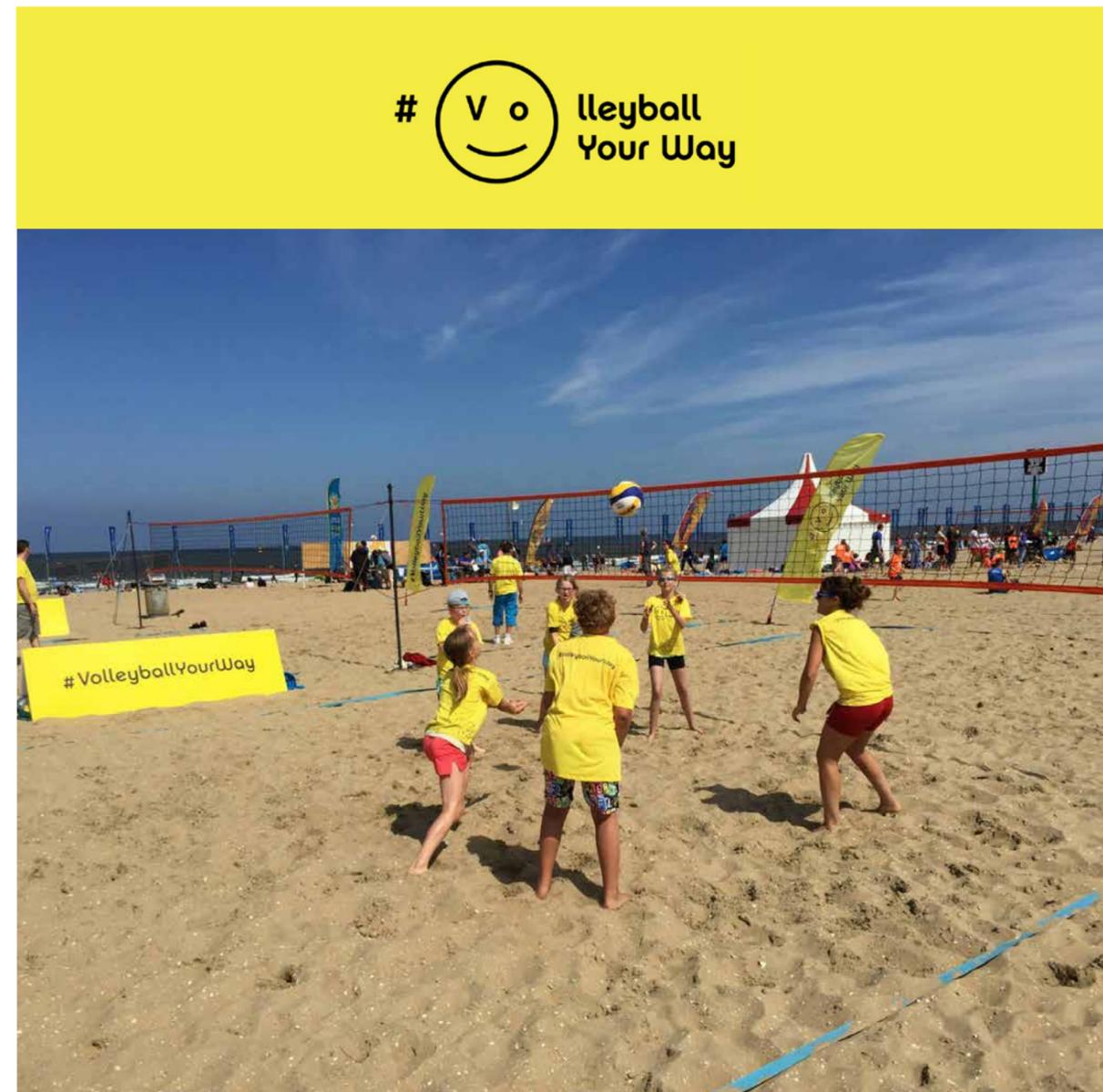
Lauren Fendrick, Casey Patterson, April Ross (L to R) poses for a portrait at the Swatch FIVB World Tour Finals 2015 Press Conference on Fort Lauderdale Beach, FL, USA

- Study the target group and deliver concise, user-friendly information in English and in the local language;
- Hire a clipping service for effective media monitoring;
- Keep local media and contacts list up-to-date as word of mouth can also be the best promotion;
- Publish in collaboration with the FIVB and other Promoters a

- manual with advice on how to best attract spectators to the venue, taking into consideration the different markets and needs worldwide;
- Respect the spectators and give them what they came for. They should feel part of the event.

Volleyball Your Way is a framework for action which allows for volleyball expressions according to existing conditions.

7.5 VOLLEYBALL YOUR WAY



Volleyball Your Way calls for a commitment to change the perception and understanding of volleyball around the world and bring the volleyball family together. This is to be implemented with a focus on grassroots.

Volleyball Your Way embraces all forms of volleyball.

One can play volleyball with balloons, using different types of balls, in the beach, in the city, indoors or even in the snow.

The First Family Sport Entertainment

VOLLEYBALL IS FUN

There are no rules to play volleyball; it can be enjoyed anywhere and it is customisable to those playing.

VOLLEYBALL IS HEALTHY

It is easy to use volleyball for remaining active; it can be played across generations and by people of all capabilities.

VOLLEYBALL UNITES

It is a family sport; all forms of volleyball have the power to integrate people across generations, genders and cultures.

The Volleyball Your Way Festivals are manifestations which use the values of our sport to achieve social and entertainment goals. Festivals are organised according to local priorities as well as the needs and goals of the organisers; Volleyball Your Way is a movement whereas the festivals and side-events are the local effort that position volleyball as a sport for all and the number one family entertainment activity.

Volleyball is about having fun Play volleyball "your way"!

Volleyball Your Way embraces all forms of volleyball.

One can play volleyball in a number of different ways: with balloons, using different types of balls, in the beach, in the city, indoors or even in the snow.

Event organisers are encouraged to create **side activities for fans, kids, and families outside the venues** and showcase the universality and diversity of the sport.

It is recommended to set up volleyball courts where fans and event attendees can play and enjoy the different forms of volleyball.

For this story to be complete we need activation during the events, near the arenas, comprising different forms of volleyball - including balloons, a light ball, beach volleyball, urban volleyball, snow volleyball, seating volleyball - and involving personalities - including coaches, athletes and former athletes as well as celebrities who enjoy volleyball.

Join the movement. Volleyball is fun, healthy and unites!

7.6 Some ideas for the future

The Sport Presentation program for the beach volleyball tournament at the 2012 Olympic Games in London combined the following elements to make an exceptional and unforgettable experience:

The iconic location of the Horse Guards parade in the heart of London combined history (usually the location of the Trooping the Color ceremony) with the vibrant energetic persona of an international beach volleyball event.

The London 2012 Olympic Games Sport Presentation program:

- Successfully combined English popular culture with cultural influences from around the world in a nod to the international aspect of an Olympic competition.
- Created ‘call and response’ moments with the crowd (“ole”) in order to keep them fully engaged and focus their attention back on the field of play.
- Used an innovative music playlist including anthemic, mid-tempo music to give a sense of occasion as spectators started to arrive building up to fast paced, well known tracks as game time approached to get the crowd into the party mood. Short music stings were created to play in at key moments.
- Used young, camera friendly in-vision presenters to educate and entertain the crowd through back stage links, spectator sound bites and celebrity interviews. Care was taken to ensure that the crowd understood when to be quiet to allow the athletes to concentrate and when to raise the roof.
- Used video boards to educate the spectators about beach volleyball prior to the game and to ramp up the atmosphere as game time approached. These were produced with similar Sport Presentation values and quality as a global MTV awards event.
- Took the successful cheerleader style presentation of beach volleyball and built on it, taking the live performances to a new level with a London twist. Athleticism and world class choreography were combined to produce high quality and highly entertaining dance performances. Dancers were provided with theatrical costumes and professional hair and make-up teams.
- Incorporated live performances of world famous acts during the final matches.

Also included were:

- Announcers for official competition announcements.
- Presenters moving around the bleachers to interview spectators and VIPs during breaks.
- Men and women dancers – which was a first for any Olympic sport and created a ‘family’ feel to the entertainment.
- Mascots.
- VT and camera operator for the giant video screen feed.
- Involvement of the Queen’s Guards and British army troops.

An overview of example session content:

Presenters:

- Venue Voice:**
- Session Introduction (+French Announcer)
 - Match Introduction
 - Session Wrap Up (+French Announcer)
 - Victory Ceremonies (+French Announcer)

- Announcer:**
- In game live commentary

- Presenter:**
- On camera pre-competition items
 - Field of play links
 - Spectator interaction and voxpops
 - Back of house interviews
 - Introduction of players for pre-game athlete entry from team benches

- Music:**
- Playlist at doors open to 30 minutes before competition
 - Music at first presentation of teams
 - Music tension build-up to start of game
 - In game music stings between each point
 - No music during point play
 - Music bed to live entertainment at time outs, set breaks

Live Entertainment:

- Choreographed entertainment (acrobatics/dancing) pre-competition
- Dancers to accompany players at first presentation of teams
- Short entertainment segments at time outs and set breaks
- Live music performances between matches (towards the end of the tournament only)

- Screens:**
- VTs: A-Z of beach volleyball
 - Tournament so far round up and broader Olympic Highlights packages
 - Mascot films
 - On venue edited packages
 - Clean broadcast feed to screens during game play

GET AN EDGE ON THE COURT.

Just one inch more. Because when it comes to measuring up, every inch gets you closer as a team.



ASICS PROUDLY SUPPORTS KERRI WALSH JENNINGS AND FIVB

