



EYOWF
2011 |

Liberec

FUN ZONE

Observer Programme

Day 1 – 15 Feb 2011

Presented by Martin Urban

Fun Zone Assistant



10. ZIMNÍ EVROPSKÝ OLYMPIJSKÝ FESTIVAL MLÁDEŽE 2011
10th EUROPEAN YOUTH OLYMPIC WINTER FESTIVAL 2011




Martin Trita
Fun Zone manager



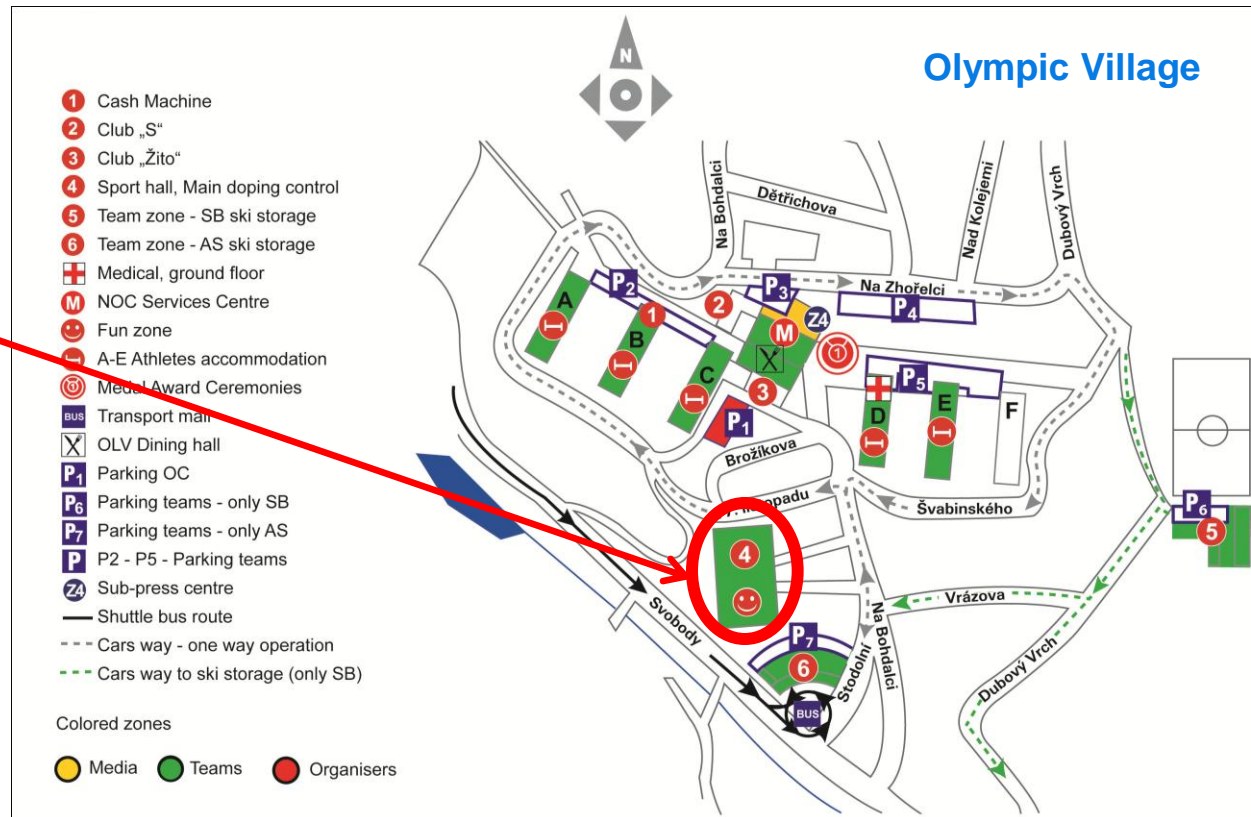
Main goals

- 🎨 Inspire every single athlete try FUN ZONE
- 🎨 Show more possible interests to athletes
- 🎨 Satisfy competitors' relaxation needs
- 🎨 Entertain athletes during their free time
- 🎨 Gather people and establish new friendships
- 🎨 Provide physical and mental regeneration
- 🎨 Inform athletes about fair-play, anti-doping and environmental protection

Fun Zone - Location

-  FUN ZONE is situated in the Olympic Village
 - It is less than five minutes walk from accommodation dormitories

Fun Zone



Fun Zone - Overview



FUN ZONE
PRESENTS...

EYOWF 2011 Liberec

RELAX ZONE

- Wi-Fi covered
- Movies, short sport movies
- Live sport streaming on TVs
- Relaxing music



IMPORTANT INFORMATION

Entry ONLY for Sports Teams with Accreditation

Opening hours:

13. 2.	13 - 17
14. 2.	13 - 22
15. 2.	13 - 22
16. 2.	10 - 23
17. 2.	10 - 23
18. 2.	10 - 17



Glynnis Vibe
anti-doping info, fair-play info, environmental protection info
EYOWF 2011 official products sell point

ACTIVE ZONE

- Climbing wall with professional supervision
- Table tennis
- Hanging ropes attractions
- X-Box 360 Kinect console



SOCIAL ZONE

- Meeting point
- Special group photos
- Internet Cafe
- "IQ park", quizzes and brain teasers
- Temporary Airbrush tattoo



FITNESS

- Fully equipped fitness gym
- Gym for team or individual use
- Spinning

Opening hours:

13. 2.	10 - 17
14. 2.	07 - 22
15. 2.	07 - 22
16. 2.	07 - 22
17. 2.	07 - 22
18. 2.	07 - 17



fatboy: XBOX 360 NUTREND OČKO hey! SPARK DNES

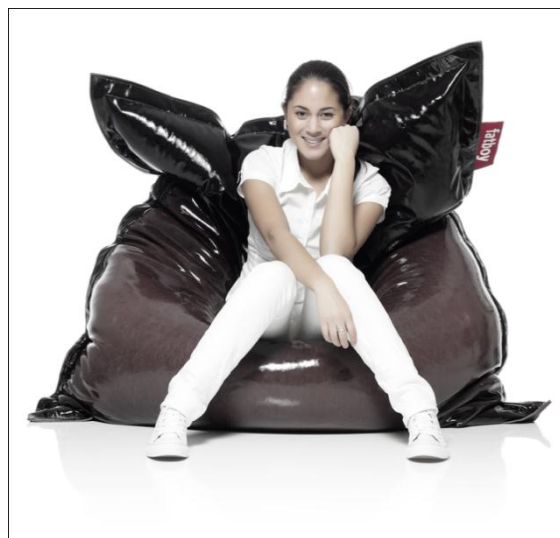
Fun Zone - Active zone

- 🎮 Climbing wall with professional supervision
- 🎮 Table tennis
- 🎮 Hanging ropes attraction
- 🎮 Latest X-Box 360 Kinect console controlled by body moves and other video games
- 🎮 Laser shooting range



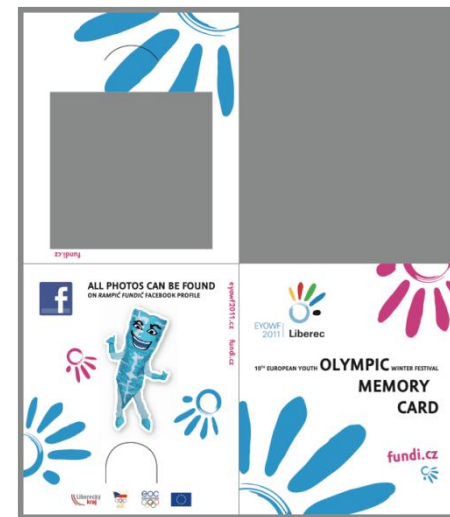
Fun Zone - Relax zone

- 🎨 Comfortable sitting bags called “FATBOY”
- 🎨 Wi-Fi covered
- 🎨 Movies, short sport movies and live sport streaming on TVs
- 🎨 Relaxing music
- 🎨 Chatting



Fun Zone - Social zone

- 🎨 Meeting point where athletes can make photos together, sign wall and exchange contacts
- 🎨 Internet Café with Skype equipment
- 🎨 IQ park with various kind of knowledge games, quizzes and brain testers
- 🎨 Temporary airbrush tattoo








Fun Zone - Fitness

- 🎨 Fully equipped fitness gym
- 🎨 Gym for team or individual use
- 🎨 Spinning



Other important information

-  Access is just for accredited members
-  Merchandising - sell point of official EYOWF products
-  Anti-doping information
-  Environmental protection information
-  Fair-play information



Major milestones

- 🎨 First idea of creating FUN ZONE (March 2010)
- 🎨 Found suitable place (March 2010)
- 🎨 New sponsor from entertainment industry involved (October 2010)
- 🎨 Meeting with volunteers (November 2010)
- 🎨 Managed to prepare attractions working properly on time (February 2011)

Key Challenges

- 🎨 Get foreign language speaking volunteers for communication
- 🎨 Be creative
- 🎨 Think of various attractions for athletes
- 🎨 Avoid all possible safety risks



Recommendations

- 🎨 Find suitable place - more rooms to have attractions separated
- 🎨 Get inspiration what youth are interested in
- 🎨 In advance contact bigger corporations to cooperate with
- 🎨 Smaller local companies are not willing to invest to project which is not corresponding with their target marketing segment

