



EYOWF  
2011 |

**Liberec**

# COMMUNICATION

Observer Programme

Day 3 – 17 Feb 2011

Presented by Eva Hromádková

Communication Manager



10. ZIMNÍ EVROPSKÝ OLYMPIJSKÝ FESTIVAL MLÁDEŽE 2011  
10<sup>th</sup> EUROPEAN YOUTH OLYMPIC WINTER FESTIVAL 2011



**Vladimír Zemánek**  
Communication Coordinator



**Eva Hromádková**  
Communication Manager



## Department profile - activities

- 🎨 Media Relations - communication with journalists (regional and national media)
  
- 🎨 Press service
  - press releases, news, press conferences and informal meetings with media people
  - monitoring of media output
  - communication with media partners
  
- 🎨 Monthly newsletters (Czech, English) - distributed to more than 5,000 addresses (state administration, sport unions and institutions, schools, media, key organisations in the region, etc).

## Department profile - activities

- 🎨 Marketing support - letters and information to schools, textual content of marketing materials (leaflets, brochures, posters)
- 🎨 Web site - Czech, English, French
- 🎨 Special issue of daily news during EYOWF 2011 called "COOL News"
- 🎨 Video reports - attractive videos from the venues, behind the scenes, reactions of fans and athletes during the Festival.



## Preparations schedule - phases of activities

 The Communication Department and PR was launched in 2008 with the following stages:

- **Stage 1 (2008-2009)** - general information about EYOWF 2011, participants, history
  - Focus on media, primarily in the region = creating awareness of an important event in the region (they are part of a unique event)
  - Focus on state administration and local authorities, schools, sport unions and institutions - with newsletters and targeted personal communication = information about the importance of the event, contribution to sport and the region
  - Support of marketing activities = promotional events, launch of the accompanying programme vyCOOL se! - emphasis on active ways of spending free time, motivation to sport and support of the Festival)

## Preparations schedule - phases of activities

- **Stage 2** (*September 2009 - January 2011*) - support of all marketing activities, inclusion of elite athletes - patrons, support from former Olympic medallists (expansion of targeted audience from regional to national level)
  - Emphasis on the accompanying programme vyCOOL se! - active participation of the young generation (possible future sport stars)
  - Presentation of the logo, mascot, medals and handing over of the Olympic Flame brought from Greece - cooperation with the Czech Olympic Committee, present and former national athletes
  - Intense media relations - regular articles in regional and national media, active media service, raising general awareness of the event, searching for attractive topics for media
  
- **Stage 3** (*February 2011*)
  - News reports during the course of the EYOWF 2011 using all communication channels



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Pro děti hraju s nadšením, říká herec

**Hrádecká záchranka oslavuje**  
Hrádečtí záchranáři by měli již brzy dostat novou základnu. A ne jen tak ledajakou. Velké výcvikové centrum financuje Evropská unie a v plánu je třeba spolupráce s kolegy záchranáři ze Sooska.

**KEBULI VYSTRÍDÁ RAMPIČ FUNDIČ**

**Dobrá správa pro Liberečany**

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**Vědci dostanou půl milionu na úty**

**Vladimír Vrabec: Kavel má být**

**Šedího zavražděného**



## Challenges and recommendation

- ❦ **Lack of media space for youth sport in national media (focus on big sports - football, ice hockey, tennis, Formula 1 and scandals):**
  - support from top local athletes - leaders in their disciplines (taking part in press conferences and events, interviews, marketing)
  - Close cooperation with former athletes - legends (Věra Čáslavská, Dana Zátoková, etc.)
  - Press conference organised with direct support of the National Olympic Committee
  - Pick the most likely medallists and present their stories
  - Choose young athletes who follow their famous parents
  - It proved an important step to ask for the support of Patrons in all eight disciplines of the EYOWF 2011 sport programme from among the best Czech athletes (e.g. Lukáš Bauer, Tomáš Verner, Ondřej Bank and others) - by connecting their names with the Festival, the media became more interested in the event and it was easier to get publicity in the national media

## Challenges and recommendation

### **Close cooperation with the Marketing Department:**

- Organisation of events which are attractive, interesting for communication and crazy enough - ice rink in the square, programme vyCOOL se! and adrenalin sports.
- Media announcements about competitions for the public with interesting prizes.

## Challenges and recommendation

### **Certain public over-saturation with sporting events in the region:**

- Due to the ideal winter conditions, the Liberec Region hosts several winter sport events and there is a high number of top international competitions. They regularly take place in the same venues.
- Solution: long-term cooperation with the media, who gradually presented the media image of EYOWF 2011 to the general public and raised interest in the event.



## Summary - recommendations

- 🎨 Active media relations, support of media partners
- 🎨 Attractive topics for the media
- 🎨 Cooperation with National Olympic Committee, sport unions and other institutions
- 🎨 Personal involvement of famous personalities in the preparations of the event
- 🎨 Intensive cooperation with schools - possible future stars
- 🎨 Intensive communication across all departments of the Organising Committee

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