



GLOBAL SPORT EVENTS GO LOCAL

Olympic Festival in Slovenia

Prague, 25 October 2018

ABOUT THE NOC



- established in 1992 (October 15)
- joining 182 members: NF, LF, Sport for All Federations and other
- two main pillars: Elite sport & Sport for all
- Club of Slovenian Olympians (part of NOC since 2015)
- 30 employees and 3 partly employed



SPORT EVENTS
INSPIRED BY THE OLYMPICS
Slovenian History

Slovenian Olympic City Beijing 2008



- whole period (8.- 24. August 2008)
- reception of the Olympic medalists right after the arrival to Slovenia
- Official opening, Sport challenges, Olympic TV program, interviews with Olympians, etc.
- Ljubljana, shopping center

Slovenian Olympic City Vancouver 2010



- whole period
- two locations
 - Ljubljana: main square in the city center
 - Maribor: Ski resort Pohorje
- Olympians, TV programs,
- High investment (intense program, lack of snow)
- Slovenian Curling Federation was established

Olympic Festival 2015



- every year in September
- aim: to create the most diverse sports polygon
- Ljubljana city center
- 1-2 day event (school sports day)
- NF are crucial partners
- meet an athlete
- story: collect stamps to get a medal
- accompanying program (non-sport kid)



***Olimpijski
festival***
PyeongChang 2018





OLYMPIC FESTIVAL PyeongChang 2018



- Rogla, ski resort (NOC sponsor)
- 2 day event (17.-18. February)
- 15 sport disciplines (even non Olympic disciplines)
- host Olympians
- Live TV Olympic Games program
- app 1000 participants in 1 day

AT THE EVENT – MAIN POINTS



- entrance = **Start here**
- **special booklet**, collect stamps Foksi
- special **opening**: Olympic protocol, warm up
- try Sports, **meet Athletes** and take challenge with them
- get the **medal** -> perseverance is awarded
- two moderators – main stage, on the playground
- **focus on all sport challenges** -> every sport has its time on TV Screen
- sponsors – part of the program with sport challenges
- various **accompanying** program
- special corner: media, sponsors, other VIP
- **closing ceremony** - concert and dance for kids



ACCOMPAINING PROGRAM

THE AIM: To invite kids that are not active and persuade them sport is not just hard work, but having fun, spend time with friends and live better life.

- Pepe the Fisherman
- be the RA sports reporter
- Dunking devils show
- FOKSI - reading his story
- Drawings
- Face painting
- Music concert for kids (closing ceremony)



WHAT CAN BE BETTER

- Weather
- Presence of the Olympians
- Integrated (Communication plan)
- Use the Olympic Team Members in communication activities
- Location



ORGANIZING TEAM



NOC: 2 persons

- overall responsibility
- design
- media campaign
- sponsors activation (exclusive for Olympic sponsors)

EVENT AGENCY: 1 person

- event responsibility in terms of execution
- operational, technical, “legal” issues

ORGANIZING TEAM



NFs: 15 persons

- sport challenges (equipment, experts, trainers)
- athletes

LOCAL AUTHORITIES – SPONSOR: 1 person

- infrastructure / the place
- taxes, event registration to the police, medical assistant

KEEP IN MIND

- Location, location, location
- Time-line, Time management
- Risk management
- Who should be in the Organizing team and members' roles
- Internal communication among OT members
- Always have in mind who are the stakeholders and what are their interests





THANK YOU

Taja Škorc, MSc

Olympic Committee of Slovenia, taja,skorc@olympic.si