



# ICF 2010 Event Organisers Workshop



# INTRODUCTION

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# Welcome to Lausanne! Home of the ICF HQ

Mr. Jose Perurena Lopez  
ICF President



# ICF Board Members and Staff

## **ICF President**

**Mr. Jose Perurena Lopez**

## **ICF 1st Vice President**

**Mr. Istvan Vaskuti**

## **Secretary General**

**Mr. Simon Toulson**

## **Chairs**

**Mr. Frank Garner, Canoe Sprint**

**Mr. Jean Michel Prono, Canoe Slalom**

**Mr. Greg Smale, Canoe Polo**

**Mr. Jens Perlwitz, Wildwater Canoeing**

**Mr. Lluís Rabaneda, Freestyle Canoeing**

**Mr. Jørn Cronberg, Canoe Marathon**

**Mr. François Ryffel, Dragon Boat**

## **Staff**

**Mr. Csaba Santos, Technical Director**

**Ms. Sylvie Michaud, Sport Operations and Events**

**Ms. Joanna Greenfield, Media and Public Relations**

**Mr. Simon Catterall, IT and Website**

**Ms. Nao Miyawaki, Intern Development Programme**

**Ms. Erika Riedl, Legal and Anti-doping**

**Ms. Annick Hauser, Administration and Finance**

# 2010 Major Event Calendar

- 2010 ICF Canoe Slalom World Cup Race 1 - Prague, CZE 19-20 JUN, 2010
- 2010 ICF Canoe Slalom World Cup Race 2 - Zoetermeer, NED 26-27 JUN, 2010
- 2010 ICF Canoe Slalom World Cup Race 3 - La Seu, ESP 3-4 JUL, 2010
  
- 2010 ICF Canoe Slalom World Championships - Tacen, SLO 8-12 SEP, 2010
- 2010 ICF Junior Canoe Slalom World Championships - Foix, FRA 10-11 JUL, 2010
  
- 2010 ICF Canoe Sprint World Cup - Vichy, FRA 7-9 MAY, 2010
- 2010 ICF Canoe Sprint World Cup - Szeged, HUN 28-30 MAY, 2010
- 2010 ICF Canoe Sprint World Cup - Duisburg, GER 4-6 JUN, 2010
  
- 2010 ICF Canoe Sprint World Championships - Poznan, POL 19-22 AUG, 2010
  
- 2010 ICF Dragon Boat National World Championships - Szeged, HUN 27-29 AUG, 2010
  
- 2010 ICF Wildwater Canoeing World Championships - Sort, ESP 7-13 JUN, 2010
- 2010 ICF Wildwater Canoeing World Cup 1 & 2- Soca, SLO 19-20 JUN, 2010
  
- 2010 ICF Canoe Freestyle World Cup - Platting, GER 3-6 JUN, 2010
  
- 2010 ICF Canoe Polo World Championships - Milan, ITA 1-5 SEP, 2010
  
- 2010 ICF Canoe Marathon World Cup 1 - Tyn nad Vltavou, CZE 26-27 JUN, 2010
- 2010 ICF Canoe Marathon World Cup 2 – Brandenburg, GER 24-25 JUL, 2010
- 2010 ICF Canoe Marathon World Championships - Banyoles, ESP 24-26 SEP, 2010



# ICF Events

- **ICF Olympic Discipline World Championships**
- **ICF Olympic Discipline World Cups**
- **ICF Non-Olympic Discipline World Championships**
- **ICF Non-Olympic Discipline World Cups ICF Other World Ranking Series Events**

A person in a canoe is shown from a high angle, moving across a body of blue water. The water is textured with ripples and small waves. The person is positioned in the upper center of the frame, and the canoe is partially visible. The overall scene is bright and clear.

**Always Moving Forward**



# Vision

*To create and produce a major sporting show that is a celebration of canoeing which presents competitions at the highest level for the best athletes in the world*

# Mission

**The ICF aims to standardise the operations of World Championships and World Cup events in order to ensure consistency and improve worldwide exposure of its events**

**ICF to support organisers in ensuring the events run smoothly and have the same characteristics so that TV audiences and spectators can clearly identify the brand and nature of canoeing events.**

**By standardising the events, the ICF and local organisers can benefit globally through media and TV packages worldwide exposing the sport and promoting local tourism and regions**



# ICF Promotional Video



# ICF Strategy

- **Collaboration to manage the events as part of the greater ICF Corporate Strategy**
- **One vision and two way communication – ICF and OC**
- **Greater investment by ICF in events to help create a uniformed standard**
- **Create something the athletes are proud of**
- **Increase global exposure for the sport**
- **Attract long term sponsorship**



# ICF Assets

- **Window to the World**
- **Olympic Games only every four years**
- **World Championships**
- **World Cups**
- **World Ranking (As a Communication tool)**
- **Special events (eg. City Sprint Series)**

# **Actions**

**Well organised events will promote canoeing, making the product more attractive to broadcasters, the media and finally sponsors.**

**The objective of this workshop is to give organisers the tools and guidance to meet the ICF operational needs, as well as to discuss relevant topics relating to organising ICF competitions.**

# ICF Main Objectives

- **Create favourable conditions and an environment conducive to exceptional sporting performances and to a first-rate «show».**
- **Stimulates top performance, ensures the safety and comfort of all participants and arouses the spectators' curiosity and imagination.**
- **Fulfill the requirements for sport presentation at an International level. Making Canoeing competitive in the sport media market**

# **COLLABORATION & PARTNERSHIP**

- **The ICF is not the enemy**
- **Working together to promote events**
- **Identify problems jointly and work them out**
- **Reduce duplication of work for events**
- **Athletes, teams and spectators all get to know what to expect from ICF events**
- **We all benefit from the success of ICF competitions**

# Workshop objectives

- **Create communication channels ICF – OC**
- **OC to understand the requirements to host events**
- **ICF to understand the needs of OC and the issues they face**
- **OC to obtain tools to help organise their events**
- **To build relationships and friendship**
- **To have the ability to organise GREAT events in 2010**

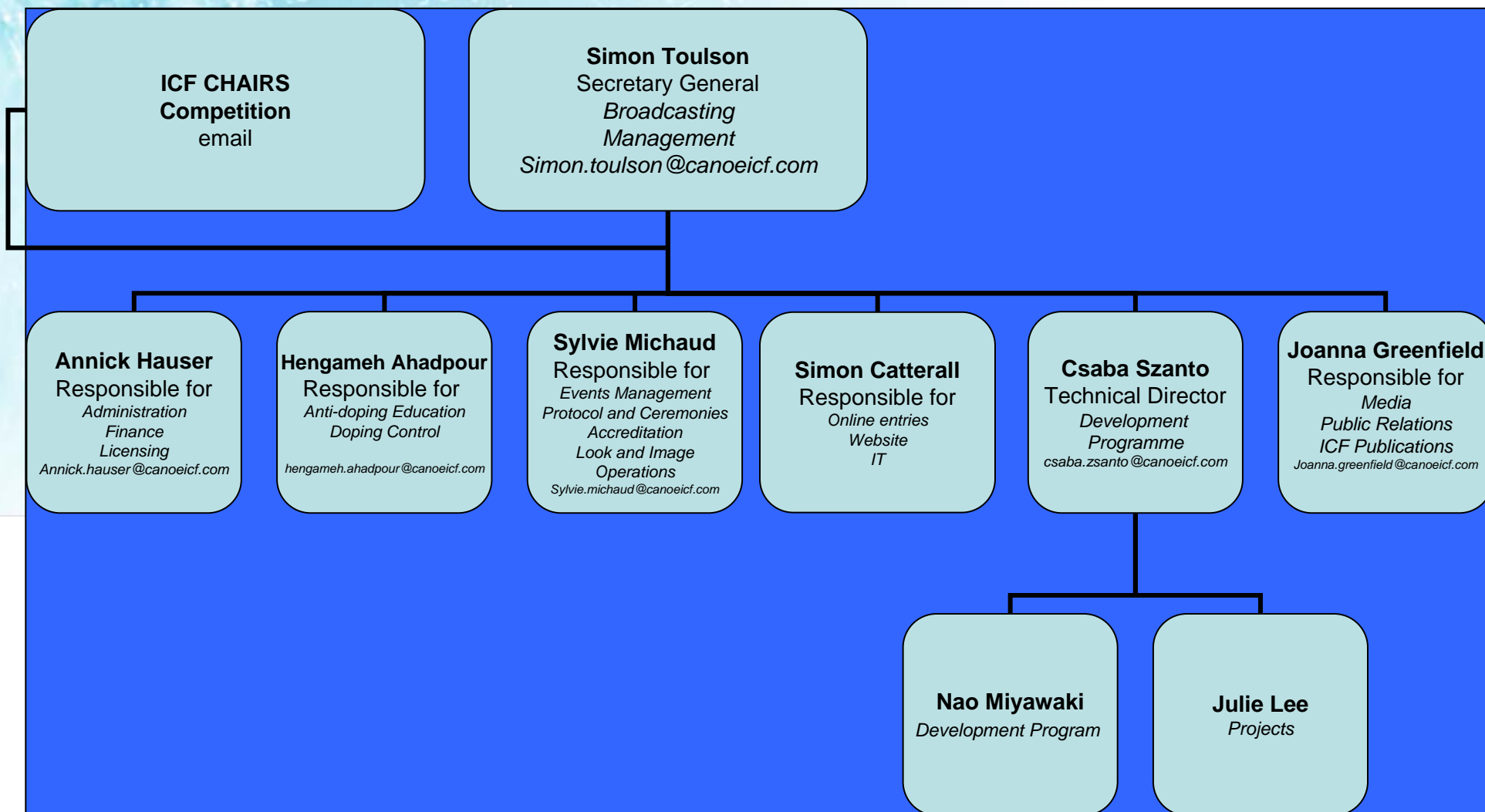
# ICF 2009 Video

A person in a canoe is shown from a high angle, paddling on a body of blue water. The water has a textured, rippled appearance. The person is wearing a dark shirt and shorts, and the canoe is a light color. The overall scene is bright and clear.

# Communication

# ICF Organisational Chart

## Staff Roles





# Communication

**How do you want to  
communicate with ICF?**



# Communication Between Organisers and ICF

## A. One Stop Shopping

- Ensure the channels of Communication are in place within your organisation
- Each team member must know who their equivalent is at ICF to work together as the Event approaches
- Information must be accessible to all
- Information must trickle down to the volunteers

## B. According to Roles

- The individuals must share the information and decisions with stakeholders
- A benefit at event time as relationships are stronger
- But beware of too many paddlers in the pond

A person in a canoe is shown on a body of water, viewed from an elevated perspective. The water is a vibrant blue with white foam from the canoe's movement. The person is wearing a dark jacket and is positioned in the upper center of the frame. The overall scene is bright and clear.

**Frank Garner**  
**Chair of Canoe Sprint**



# Reporting to ICF

**Constant updates must be maintained**

**ICF & OC must develop a natural instinct to do so**



# Host Contract

## Reasons

- **The contract highlights the minimum requirements and set guidelines**
- **Usually, it is the first step**
- **It is a legality**
- **It covers both parties**
- **It shows that you are a serious organisation**

A person in a white kayak is shown from a high-angle perspective, navigating through blue water. The water has a textured, rippled appearance. The person is wearing a white helmet and a white life jacket. The kayak is white and has a black seat. The person's arms are extended, holding the paddle. The overall scene is bright and clear.

# Operations



# Event Manuals



- This workshop will help draft the new version of the ICF Event Manuals



# ICF Minimum Standards – Operations

- **Level 1: Event Must Have**
  - All
  
- **Level 2: Added-Value, Nice to Have**
  - World Championships



# Telecommunications

- **Level 1: Event Must Have**
  - **Equipment to meet telecommunications requirements**
  - **Include HOC, NF and ICF in the onsite communication structure and chain of command**



# Information

- **Level 1: Event Must Have**
  - Information posted on event website or ICF website 1 year prior (Accommodation), 6 months and 3 months.
  - Information Board at competition venue and at all non-competition venues
- **Level 2: Added-Value, Nice to Have**
  - Delegation Manual
  - Information Desks at competition venue and at all non-competition venues



**“To plan is to increase our control and influence while being able to anticipate uncertainties”**



# Offices/Operations Centre

## Level 1: Must Have

- Optimise the back of the house set up to facilitate communication between OC, NF and ICF

## Level 2: Added-Value, Nice to Have

- Establish an Operations Centre
- Train specialised volunteers



# Transport

## **Level 1: Event Must Have**

- **System of transportation**
- **Parking Requirements**
- **Timetables and information**

## **Level 2: Added-Value, Nice to Have**

- **Prepare a Transportation Plan for ICF Approval**
- **Local public transport Partnership**

# Food Services



Provide top-quality service and excellent food to accredited members, athletes, delegations, media, sponsors and VIPs.

- **Level 1: Must Have**

- Supply quality food in sufficient quantity to all participants
- Respect the different Customs
- Media, sponsors and VIP's

- **Level 2: Added-Value, Nice to Have**

- Nutritional Value



# Security/Safety

## •Level 1: Must Have

- Evaluate the need for safety; select and hire private security services and rent proper safety equipment.
- Organisers must make sure all required security plans are successfully implemented.
- Provide security services on site before and during the Championships.
- Identify and supply adequate facilities and equipment to meet all statutory requirements.
- Control access to competition, warm-up and training sites and also to athletes' hotels.



# Technical Officials

- **Level 1: Must Have**

- Qualified technical officials taking part in the dress rehearsal
- Provide accommodation, food, transportation and technical officials' uniforms

- **Level 2: Added-Value, Nice to Have**

- Arranging hospitality and social activities for technical officials

A person is seen from behind, paddling a canoe on a body of water. The water is dark blue with white foam from the paddle strokes. The person is wearing a dark shirt and shorts. The background is a bright, hazy sky.

**Operations continued...**



# Accommodation

- **Level 1: Must Have**

- **Accommodation Service Centre**
- **Offer suitable accommodation to people associated with ICF, OC and NFs**
- **Information Desks**



# Team Leaders' Meeting and Daily Briefings

- **Level 1: Must Have**
  - Follow ICF agenda template
  - Powerpoint Presentation
  - Information Kit



# Event Programme

- **Level 1: Must Have**

- The ICF determines and has the final say with regard to the Event Programme

- **Level 2: Added-Value, Nice to Have**

- OC can request other events

# Invitations

## Level 1: Must Have

- Make up lists of guests for every reception and activity that takes place on competition sites.
- Ensure distribution of these invitations within appropriate advance notice





# Payments

How can we improve the methods we use with regard to payments?

## Level 1: Must Have

- Improve our methods

## Level 2: Added-Value, Nice to Have

- Electronic Payment

# Test Event

## Level 1: Must Have

- **Before the Championships you must arrange for a test event. It will serve as dress rehearsals and will help determine whether all systems will work adequately during the Event.**

# Social Activities

## •Level 1: Must Have

- Set up a reception schedule.
- Work with ICF Protocol to make sure protocol is respected.



# Spousal Program



- **Level 1: Must Have**
  - Ensure that there is touristic information at the info desks at the venue and at official hotels
- **Level 2: Added-Value, Nice to Have**
  - For VIP's and Teams, conduct or outsource sightseeing tours
  - Make sure participants are adequately taken care of.



# Team Assistants

- **Level 1: Must Have**

- Liaise between the Organising Committee and each team.
- Welcome every team at the airport and facilitate both their arrival and departure.

- **Level 2: Added-Value, Nice to Have**

- Provide an Assistant for each Team for the duration of the event

# Final Party

- **Level 2: Added-Value, Nice to Have**
  - Offer a final party to the athletes, to team officials, VIP's and media representatives in order to bring about a memorable and lasting conclusion to the event.



# Travel Package

## Level 2: Added-Value, Nice to Have

- Travel packages or information to athletes' parents and friends



# Language Services

## Level 2: Added-Value, Nice to Have

- Establish a list of required interpreters to meet special linguistic imperatives.
- Offer a Language Phone Service



# Visas



## Level 1: Must Have

- OC must coordinate interventions with government officials to obtain visas for the ICF Family

## Level 2: Added-Value, Nice to Have

- Preliminary Contacts
- Special Procedures



# Airport

## Level 2: Added-Value, Nice to Have

- Airport Operations
- Set up a welcome desk and provide reception services



# Contingency Planning

**ICF wants organisers to be prepared for anything that could happen. What is your "Back-up plan", "Worst-case scenario plan" or "Plan B"?**



# Contingency Planning - 3 Cases

## **CASE 1**

**What if?**

**A team announces that there are cases of H1N1.**

## **CASE 2**

**What if?**

**There has been an accident with the truck carrying the boats.**

## **CASE 3**

**What if?**

**Hurricane hits Halifax the weekend of the ICF Canoe Sprint World Championships.**

# Ceremonies & Protocol



# Protocol Services

## Level 1: Must Have

- ICF to approve Ceremonies Plans
- ICF Decision Making Body
- Collaborate with ICF Protocol



# Ceremonies

- **Organisers must create Opening, Medal and Closing Ceremonies in accordance with ICF regulations**



# Opening Ceremony

## Level 1: Must Have

- A formal section

## Level 2: Added-Value, Nice to Have

- A formal section
- A Parade of athletes
- Entertainment



# Medal Ceremonies

- **Level 1: Must Have**

- Organisers **MUST** carefully plan all aspects of the medal ceremonies.
  - » Design and build podiums
  - » National Anthems
  - » Flags
  - » Music
  - » Announcement
- Establish the nature, style and continuity of the ceremonies.

- **Level 2: Added-Value, Nice to Have**

- Medal Ceremonies are an important part of the “Show” and are close second after the broadcast of the competition

# Check List for Medal Ceremonies

## MEDAL CEREMONY

- Medals
- 24 Flowers (that can be held in one hand)
- Podium (Silver, Gold, Bronze)
- Steps
- 6 Trays
- 2 baskets
- Tent for Assembly/Staging area (enough space for up to 12 athletes, 16 volunteers, 2 presenters and set up)
- Chairs
- 3 flags per country/medal presentation
- Board to display medal bronze, gold and silver winners' names, discipline and country to help in organising the trays and medals with script to be filled as results become available
- 2 Tables (min. 2 meters)
- Restrict the staging area to medallists, presenters, and protocol volunteers
- National Anthems of participating Countries
- Information on flags and matching countries (Volunteers organising the flags might not know them all.)
- PA System
- Jingle for the march to the podium (10 to 15 sec.)
- (4) Uniform for the hostesses on the podium
- Script

## VOLUNTEERS

- 1 team leader
- 4 hostesses (3 medals, 1 flower)
- 3 flag hoisters
- 1 hostess in Presenter and Athletes tent
- 2 volunteers for medal/flower/set up
- 1 runner (to get the results)
- 1 announcer



# March for Medal Ceremony



36 seconds



21 seconds



8 seconds





- MEDAL ((MINI WORLD)) CEREMONY



# Medal Ceremony

## Level 1: Must Have

- Staging Area
- Access Control
- Look



# Medal Ceremony Coverage



**One of the essential element of ICF Competition is the medal ceremony in which outstanding achievements are acknowledged and celebrated.**

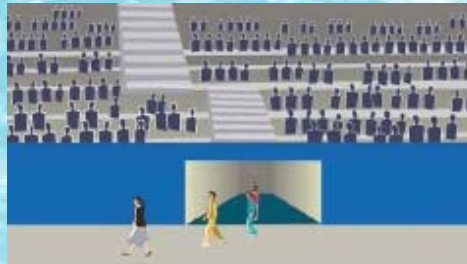
**In the event where there is TV Coverage, Broadcaster or ICF TV has to coordinate with Host Organiser to ensure that the ceremony conveys the power and emotion of the moment.**

**Regardless of the coneing sport or the venue the medal ceremony need to conform as closely as possible with the outline that is presentented next.**

**Communication between results, protocol, operations and the broadcasters must be optimal.**

# Medal Ceremony Procedure and TV Broadcast

- 1** Wide shot of venue – music starts  
Ceremony ID Graphic



- 2** Procession of ICF Members, medallists and medal bearers enter the medal Presentation Area



- 3** Close-up, hand held camera – Medallists walk and wave to the crowd



- 4** Medium wide shot – Procession of ICF members, medallists and medal bearers



- 5** Medium shot – Procession



- 6** Group shot – ICF Members, medallists and medal bearers



- 7** Close-up of medallists behind podium



- 8** Close-up of ICF member presenting and/or VIP – ICF Graphics



- 9** Close-up of bronze, silver and gold medallist standing on platform when announced

# Production of International Signal



**10** Medium Shot  
Bronze, silver and gold medal awarded



**11** Close-up of bronze, silver and gold medalist - Medal Graphic



**12** Medallists on the podium



**13** Gold Medallist faces flags during the anthem



**14** Close-up  
Country flags of medallists/or flags on pole



**15** Close-up  
Gold Medallist



**16** Close-up  
Country flag of gold medallist



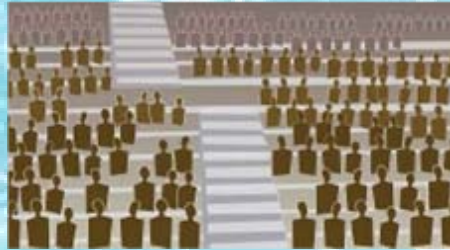
**17** Three Shot  
Medallists during anthem



**18** Close Up  
Country flags of medallists



**19** Close Up – Gold Medallist at the conclusion of the anthem



**20** Wide Shot of the crowd applauding



**21** Medium Shot – Medallists posing for photographers



**22** Medium Shot low – Exit procession of ICF Members, medallists and medal bearers




**23** Close-up, hand-held camera Medallists Walking



**24** Wide Shot Exit procession

# 42 minute Scenario

1. Third Last Race 
2. **Medal Presentation** 
3. Second Last Race 
4. **Special 2 minute video  
Presentation from the President  
of the Host National Federation** 
5. Medal Presentation 
6. **Last Race** 
7. Special 2 minute Video from  
the Mayor or City Official 
8. **Medal Ceremony** 
9. Closing Ceremony by the  
President 



# Closing Ceremony

**What are the objectives for the Summer of  
2010?**

A person in a canoe is shown from a high angle, paddling on a body of blue water. The person is wearing a dark shirt and shorts, and the canoe is a light color. The water is bright blue with some white foam from the paddles.

**Any suggestions or ideas?**



# 2010 Medals

**As per the ICF rules ....**

## **World Championships**

- ICF Provides the medals

## **World Cups**

- The organisers can arrange locally

ICF would like all major event organisers to join in the medal program!

A person is seen from behind, paddling a canoe on a body of water. The water is a vibrant blue with white foam from the paddle strokes. The person is wearing a dark jacket and a light-colored hat. The overall scene is bright and clear.

# Accreditation



# Accreditation



Accredit all World Championships or World Cup participants. Set the restricted areas within the sites and decide who may enter these areas because of their very functions. Determine the right of access and the associated privileges for all Championships or World Cup participants.



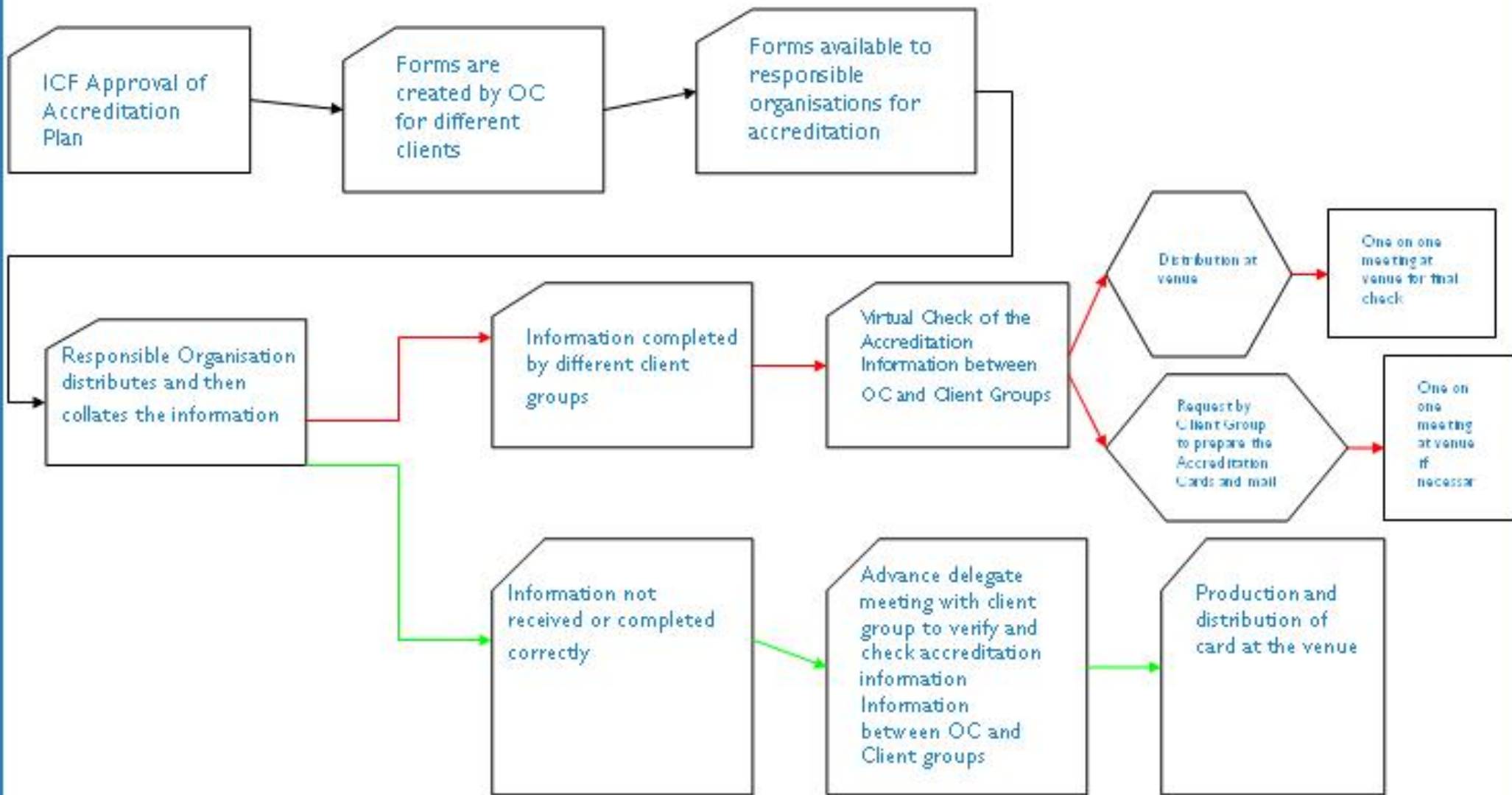
# ICF Minimum Standards – Accreditation

- **Level 1: Must Have**
  - **Follow ICF Accreditation Guideline**
  - **Accredit, athletes and team officials, people associated with ICF, volunteers, dignitaries and VIPs from Organising Committee as well as media representatives**
  - **Follow the same system to delimit the Zones at the venue, secure the zones and control the access.**
  - **Operate at least one accreditation centre at the venue**
  - **Use the same accreditation terminology and display directional signage**
  - **Collaborate with Annual Accreditations**

# **ICF Minimum Standards – Accreditation**

- **Level 2: Added-Value, Nice to Have**
  - **Provide a Accreditation Guide**
  - **Respect the ICF Requirements for production of Accreditation Badge**
  - **Online accreditation**
  - **Operate a Satellite Accreditation Centre**

# Accreditation Process





# Responsible Organisation

**Generally, ICF events will include the following responsible organisations;**

- The International Canoe Federation (ICF)
- The National Federations (NF)
- The Organising Committee (OC)

# Accreditation Chart

ICF  
ACCREDITATION

Access to restricted areas								
ICF ANNUAL	1- OFFICIAL AREA	2- COMPETITION AREA	3- TEAMS QUARTERS & AREAS	4- MEDICAL FACILITIES	5-MEDIA AREAS	6-BACK OF HOUSE	7-VIP AREAS	8-SPECIAL HOSTING AREAS
	Judges Tower	Field of Play	Athlete's Area	Medical Area	Press Centre	HOC Offices	ICF Lounge	Medal Presentation Area
	Officials Facilities	Docks/Pontoons	Boat Repair, Maintenance & Storage Areas	Physiotherapy Service	Mixed Zone	Accreditation Area	VIP Areas	Opening and Closing Ceremonies Areas
	Jury Room	Boat Control	Athletes' Quarters & Dressing Rooms	Doping Control	Photographers Areas & Commentary Positions	Volunteer Area	VIP Stands	
	Results Facility	Start & Finish Areas	Athlete Information Area		Rooms	ICF Offices		
			Competitor's Stands			Service		
			Team Leaders Facilities			Security Office		

POPULATION






ACCESS

NF	Green	Annual	1	2	3	4	5	6	7	8
Presidents and Secretary General		<del>X</del>		<del>X</del>	<del>X</del>	<del>X</del>		<del>X</del>	<del>X</del>	<del>X</del>
Sovereign or Head of State and Head of Governments									<del>X</del>	<del>X</del>
Athletes				<del>X</del>	<del>X</del>	<del>X</del>				<del>X</del>
Team Leader				<del>X</del>	<del>X</del>	<del>X</del>		<del>X</del>		<del>X</del>
and Technical Personnel)				<del>X</del>	<del>X</del>	<del>X</del>				<del>X</del>
NF Media				<del>X</del>	<del>X</del>	<del>X</del>	<del>X</del>			<del>X</del>





# Accreditation Badge



SAMPLE

**Anna PARKER**  
**Athlete/Athlète**  
**USA**

  
**2 3 4 8**

Official Partners  
Partenaires Officiels



.....

**Access Zone/ Accès**

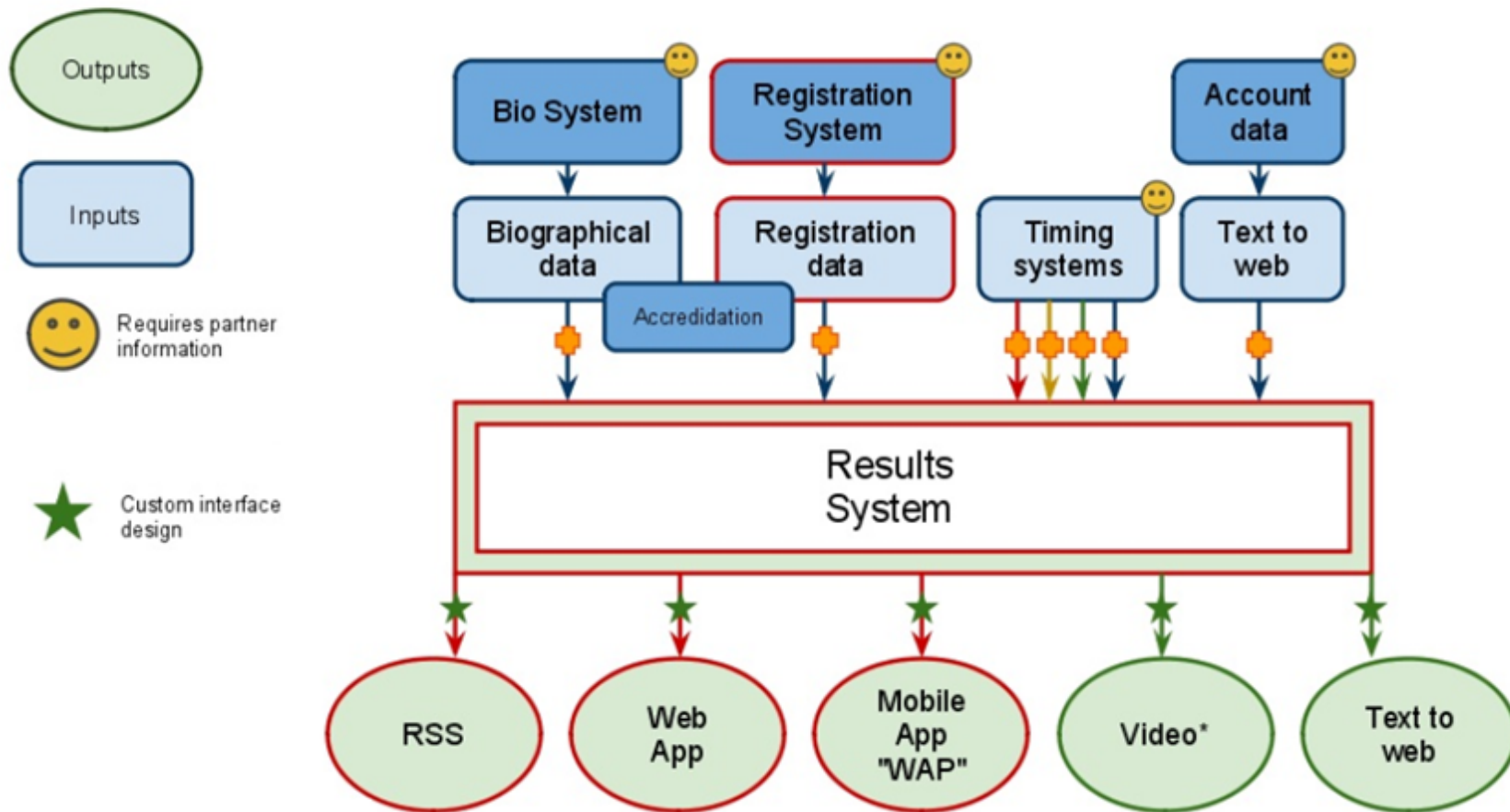
- 1 Officials Area**
- 2 Competition Area**
- 3 Teams Quarters and Areas**
- 4 Medical Facilities**
- 5 Media Areas**
- 6 Back of House**
- 7 VIP Areas**
- 8 Special Hosting Areas**

.....

*The ICF Accreditation Card remains the property of the International Canoe Federation (ICF) for the duration of an event and can be withdrawn at the ICF's discretion. By using this card, I agree to be filmed, televised, photographed and identified during the ICF events.*

  
**2 3 4 8**

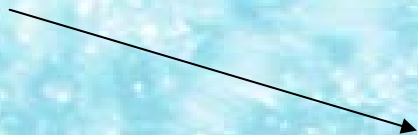
# Integrated Result & Information System



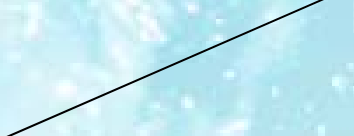
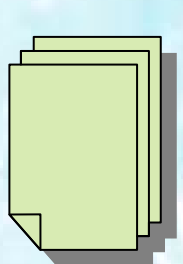
# Annual Accreditation

*Accreditation that is given to individuals the ICF deems to have a role at multiple events.*

- ICF President
- ICF Honorary Presidents/Members
- ICF Executive Committee
- ICF Board of Directors
- NF Presidents and Secretary General  
(Not valid where they have operational role to play with a team at competition)
- Suppliers (Manufacturers)
- ICF Staff
- ICF Photographer /Broadcaster
- Media covering the 2010 Season



**Sent to**  
World Cups and  
World  
Championships  
Accreditation  
Team for production  
of Annual  
Accreditation



# Transfer of Knowledge



# ICF Transfer of Knowledge

- Knowledge transfer seeks to organise, create, capture or distribute knowledge and ensure its availability for future users.
- First and foremost, the ICF does not have an official Transfer of Knowledge Process and little information remains from past events.
- Knowledge transfer is complex because knowledge resides in the members, the staff, the tools, the tasks, and ICF network.



# Obstacles to Transfer of Knowledge

- **Geography, language or distance**
- **limitations of the process**
- **areas of expertise**
- **internal conflicts**
- **generational differences**
- **incentives**
- **problems with sharing beliefs, assumptions, heuristics and cultural norms.**
- **previous exposure or experience with something.**
- **misconceptions**
- **faulty information**
- **organisational culture non-conducive to knowledge sharing (the "Knowledge is power" culture)**
- **motivational issues**
- **lack of trust**



# TOK Process

- 1. Identifying the knowledge holders within the organization**
- 2. Motivating them to share**
- 3. Designing a sharing mechanism to facilitate the transfer**
- 4. Executing the transfer plan**
- 5. Measuring to ensure the transfer**
- 6. Applying the knowledge transferred**

# **Best Practices: How can ICF achieve this?**

- **mentorship or observers**
- **guided experience**
- **simulation**
- **guided experimentation**
- **work shadowing**
- **paired work**
- **communities of practice**
- **narrative transfer**



# Transfer of Knowledge

- **Level 1: Must Have**

- ICF will collaborate with each organisers to facilitate the Transfer of Knowledge process

## **Level 2: Added-Value, Nice to Have**

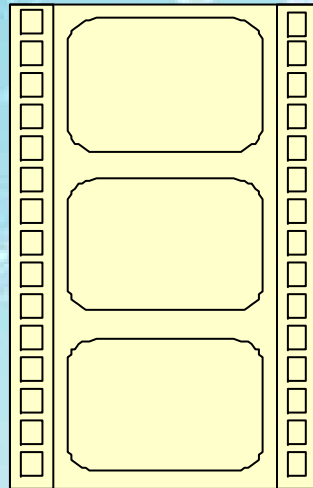
- Observers Programme Event time



# Medical Services & Anti-Doping

# Erika Riedl

## ICF Feature Film





# Medical Services

- **Health and Safety for Athletes and Spectators**
- **Event Manual + local health and safety regulations**
- **ICF Medical and Anti-Doping Committee**
- **Information to National Federations on specific medical reporting requirements**
- **World Health Organisation (WHO) [www.who.int](http://www.who.int)**

# Organiser's responsibilities

- **Plan and ensure delivery of all health programmes**
- **Anticipate and treat health-insurance problems**
- **Define appropriate protocols for the health personnel of participating teams**
- **Make rehearsals to simulate medical emergency situations**

# Event Medical Director

- **Member of the Organising Committee**
- **Directs and coordinates all medical services**
- **Outlines facilities and resources required**
- **Establishs evacuation plan**
- **Creates back up plan**
- **Define personnel roles and responsibilities**
- **Reviews and rehearsals emergency medical plan with organisers and event staff**
- **Reviews overall medical plan in Team Leaders meeting**
- **Emergency action plan and communication to all parties concerned is a must**
- **Establish adequate triage and First Aid measures**

# Medical Team

- **Event Medical Director heads medical team**
- **Competences in emergency medical care, triage and evacuation procedures**
- **Good understanding of operational procedures and the sport with regard to injuries and incidents that could occur**
- **Medical Doctor(s) with experience in Sport medicine**
- **Support staff (canoeing trainers/physiotherapists, nurses, emergency medical technicians)**
- **First Aiders**
- **Ambulance and driver on standby**
- **Allied health care providers (masseurs, chiropractors, acupuncturists etc.)**
- **3-6 First Aid staff x 100 participants**
- **Appropriate accreditation shall be given**

# Medical Stations

- **At least 1 for Athletes and 1 for spectators**
- **30 m2 minimum: reception/waiting area, doctors' office, examination room and physiotherapy room (for Athletes)**
- **Basic requirements to be met**
- **Furniture and Equipment**
- **Medical Equipment**
- **Medical Supplies**
- **Medications**
  
- **Important note: Before providing medication to athletes the WADA List for Prohibited Substances should be taken under consideration**

# Testing at ICF Events

- **ICF Anti-Doping Rules foresee testing at ICF Events**
- **Minimum number of Anti-Doping Tests, but Organisers may perform more**
- **Organisers to contract Service Provider for Testing (NADO, IDTM, ANADO or similar) who performs tests according to ICF Anti-Doping Rules, IST and WADA Guidelines**
- **Deadline 31 March:**
  - **Copy of agreement made with sample collection agency**
  - **Contact details: responsible person within sample collection agency**
  - **Contact details: AD responsible within the Organising Committee**

# Sample collection personnel

- **DCOs: 2 - appropriately trained and certified (1 male, 1 female)**
- **Chaperones: either provided by the sample collection agency**
- **Or volunteers with appropriate skills and necessary requirements**
- **1 Chaperone x test (same gender as Athlete)**
- **Over 18 years of age and sign « confidentiality and no conflict of interest undertaking »**
- **DCO and Chaperones – English, if not skilled interpreter**

# Responsibility for Doping Control

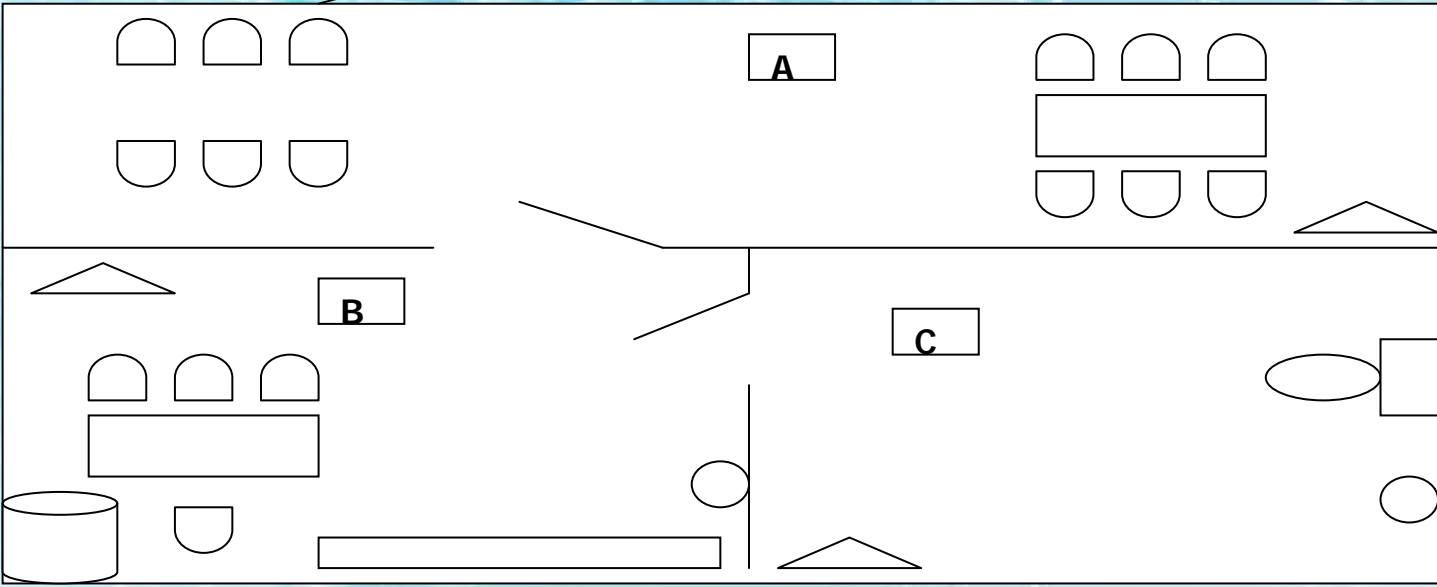
- **ICF Medical and Anti-Doping Committee determines number of finish placement, random tests and target tests**
- **Test Distribution not disclosed to Organisers – ICF -> Sample Collection Authority**
- **Organisers and DCO shall follow instructions given by ICF Medical and Anti-Doping Committee**



# Doping Control Station

- **Privacy for competitors and security for collection procedure**
- **Inaccessible to the public, located away from media and spectator areas**
- **Close to finish area and/or prize giving area**
- **Used only for Doping Control purposes**
- **Guarded by a security officer and access restricted to authorised personnel only**
- **Sanitary and sterile conditions**
- **Signs « Doping Control » on door and in the corridors to indicate way**

# Doping Control Station layout



**A** Waiting Room  
**B** Doping Control Processing Room  
**C** Sample Collection Room

Lockable Cupboard

Table

Chair

Refrigerator

Receptacle/Rubbish bin

Washbasin

Toilet

# ICF Anti-Doping Education Programme

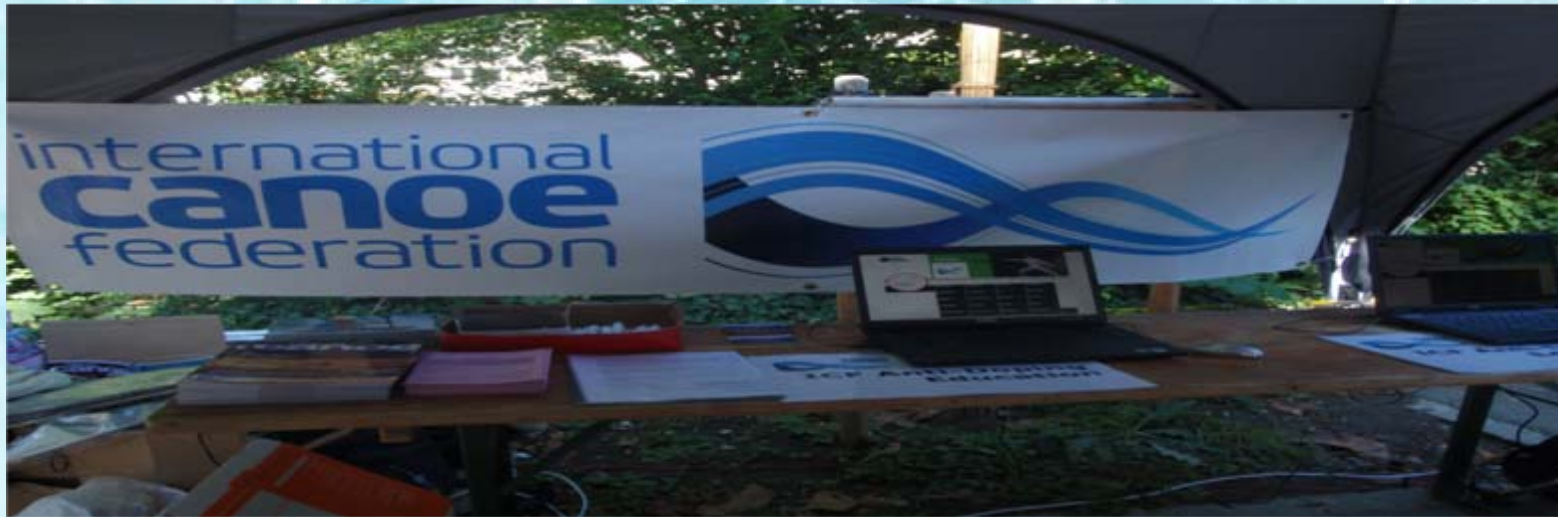
- **ICF Anti-Doping Education Programme « Pure Paddling Performance »**
- **By 31 March: ICF informs Organisers if Anti-Doping Education will take place**
- **Provide equipment: space, tables, chairs, electricity etc.**



**pure paddling performance**

ICF anti-doping education

# Booths at 2009 events:



# Q & As:



A person in a canoe is shown from an aerial perspective, navigating a body of water with ripples and small waves. The person is positioned in the upper center of the frame, and the water's texture is clearly visible. The overall color palette is dominated by various shades of blue and cyan.

## Wrap Up: Day One

A high-angle, top-down view of a person in a canoe on a body of water. The water is a vibrant blue with white foam from the paddle strokes. The person is positioned in the upper center of the frame, leaning forward. The text "Look & Image" is centered in the lower half of the image.

# Look & Image



# **ICF Minimum Standards Look and Image**

- **Level 1: Event Must Have**
  - **Create a polished image that includes uniforms of all actors, a sport stage and decors that will attract TV, Media and Sponsors.**

# Sport Presentation



*Live up and set the tone at the competition sites so as to provide top-rate shows and entertainment as well as inform spectators adequately*




## •Level 1: Must Have

- Coordination of announcers' work.
- English and host country language
- Commentary
- The sport presentations must be comprised music, video, scoreboard and live performance
- Interview with athletes
- Properly insert the medal ceremonies within the competitions schedule to keep interest and diversity.
- Tie in Closing Ceremony following the last event


A person in a canoe is shown from a high angle, paddling on a body of blue water. The person is wearing a dark shirt and shorts, and the canoe is a light color. The water is a vibrant blue with some white foam from the paddles.

# Style Guide

# Style Guide

<b>Applications</b>	
<b>Logo Significance</b>	
<b>ICF Slogan</b>	Always moving forward
<b>General Guidelines</b>	
<b>Composite Logo</b>	
<b>Positioning of logo and Usage</b>	
<b>Logo on Clothing</b>	

**ICF Approval Required**



# ICF Style Guide

## Terminology & Guidelines

<b>CANOE SPRINT (CSP)</b>	<b>CANOE SLALOM (CSL)</b>
<b>CANOE MARATHON (CAM)</b>	<b>WILDWATER CANOEING (WWC)</b>
<b>CANOE POLO (CAP)</b>	<b>CANOE SAILING (CSA)</b>
<b>DRAGON BOAT (DRB)</b>	<b>CANOE FREESTYLE (CFR)</b>
<b>CANOEING FOR ALL</b>	<b>PARACANOEING*</b>



# Competition Titles

## SENIOR EVENTS

- First the **Year**, followed by the **ICF abbreviation**, then the **Discipline**, and finally the **Event**.

## JUNIOR EVENTS

- First the **Year**, followed by the **ICF abbreviation**, then the **Junior Category**, the **Discipline** and finally the **Event**.



# Look of the venue



## Setting up the Stage

---

# Dressing up the Event

- **Clothing is part of the Look of the Event**
  - Athletes and coaches competition gear and uniform
  - Volunteers
  - OC staff
  - ICF





A photograph of a person in a canoe on a body of water, overlaid with a semi-transparent blue filter. The person is in the center, and the water shows ripples and reflections. The text 'Look and Image Visual Identity' is centered over the image.

# Look and Image Visual Identity



# Banners



- In the City
- At the Hotels
- At the Press Cente

## Banners at the Course

- All along the fences
- On the Stands
- On the Bridges
- On the Banks
- On the Press Stands
- At the Mixed Zone



# Signage

## Level 1: Event Must Have

- Establish a Signage and Orientation programme
  - Help from City or Region
  - Homogeneous Image
  - In English and in the Host Country Language

## Level 2: Added-Value, Nice to Have

- Directional signage for spectators, visitors and locals



# Signage

## **Directional Signage and Map of the Venue**

- **At accomodation sites**
- **At venue**

## **Access Signage**

- **Boards positioned at the entrance of the accreditation zones**

## **Various Signs**

- **For parking lots**
- **Accreditation Centre**
- **Ticket Office**
- **Concessions**
- **Health Services**
- **Doping Control.**
- **Etc...**

# Image created for TV at 2009 Event





# 2009 ICF Junior Canoe Sprint World Championships





# Beautification of the venue



## Flowers and Plants

- At the entrances
- At the VIP stands
- In the VIP Lounge
- At the Press Centre
- For the ceremonies

## Flags

- For the ceremonies
- Of the Participating Countries
- At the main accomodation venue



# Media & Public Relations

## Collaboration + Communication

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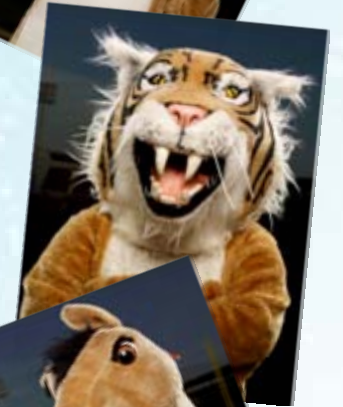


# Your Media Plan

- Before
- During
- After

# Before the Event

- **General Promotional and Educational Activity**
- **General Visibility of ICF and Canoeing**



# Before the Event

- Image and Logo



# Before the Event

## Information for the Media

- Selection of host city
- Selection of venue
- Launch of the programme
- Employment of key personnel
- Major sponsorships
- Choice of official hotels
- Updates on participating countries
- Quotes from officials and board members
- Announcement of the ticketing plan
- Results of other ICF events throughout the year

**A month before the event and then every week:**

- News about the event
- Rankings of athletes
- Present some of the top paddlers
- Talk about past events
- The history of canoeing in the host country

**Two weeks before the event:**

- A press conference for local athletes to build hype

# During the Event

**The Organising Committee's Role is to:**

- **Meet the media's operational needs**
- **Take care of national media (ICF takes care of International Media)**
- **Organise a distribution system**
- **Work with the ICF to gather quotes and hold interviews with athletes in English**
- **Write and distribute press releases**
- **Prepare a press review of all press clippings for the ICF**
- **Continue on the event visual identification**

# During the Event

## Documentation

### Available in Media Centre:

- Yesterday's results
- Today's startlists
- Today's results (heats and finals)
- Tomorrow's startlists
- Competition Schedule
- List of countries
- List of participants
- Statistics
- Transportation schedule
- Official Communication

### Distribution of startlists and results:

- The Media in-boxes
- Press stands
- ICF Media & PR Officer
- ICF TV Team
- OC Competition Office
- VIP rooms (if applicable)
- ICF President & Co
- ICF Secretary General

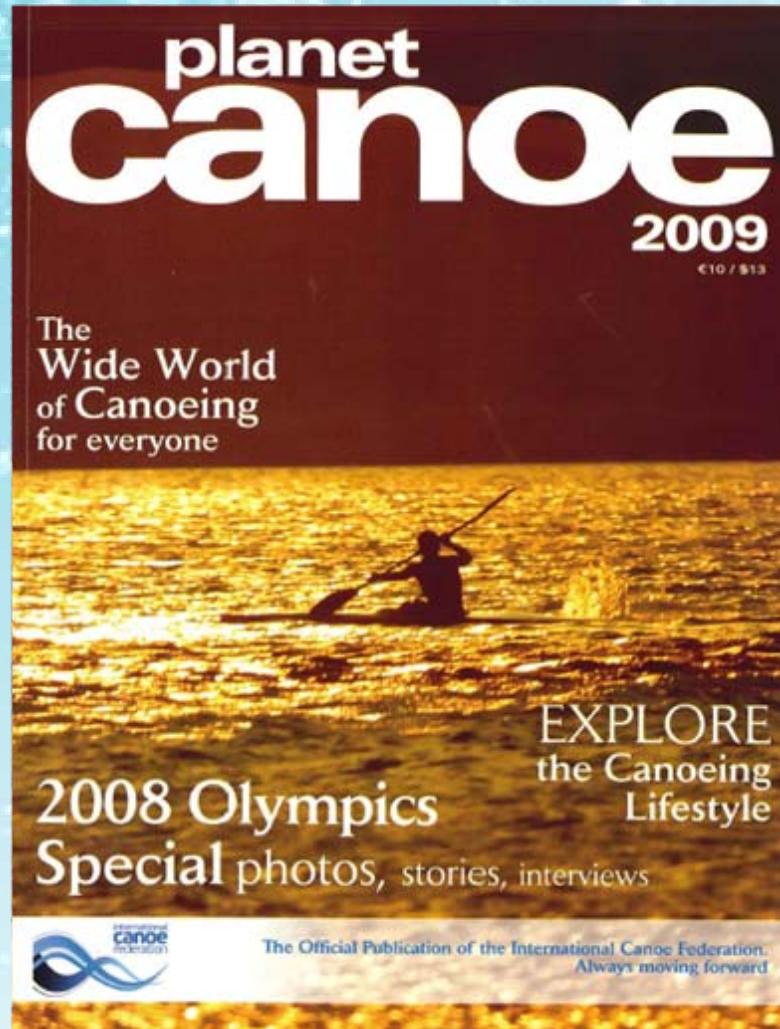
# During the Event

- **Electronic Results**
- **Social networking**



# During the Event

- The ICF's Website
- The ICF's Magazine



# After the Event

- **Tools to measure the event's success**



# Crisis Management

- **Establish a Chain of Command before the event and before any crisis hits**
- **Establish the communications among the Chain of Command**
- **Ensure key personnel know your Plan B**
- **And how to implement it**
- **Do not panic**
- **Follow the procedures**
- **The OC Media Manager must maintain a close relationship with media personnel**
- **As long as you communicate you are in control**

# Press Conferences

## Requested Press Conference

- A request may come from the OC, ICF or NF
- Procedures must be put in place by the OC



# Press Conferences

## Opening Press Conference Media Briefing



- To welcome the media
- ICF must be present
- Give overview of facilities, venue and participants
- OC's press reception should follow

# Press Conferences

## Medallist's Press Conference

- Athletes must wear their medals
- Athletes must bring other ICF/Sponsors' gifts



# A Mock Press Conference



# Organisation and Structure of Media Operations

- **The OC Media Team**
- **The ICF's Media Team**

# The OC Media Team



Media Manager



Media Manager's Assistant



ICF Assistant



Publication Assistant



Photo Chief



Results Assistant



Webmaster & IT Assistant



TV Coordinator

# The ICF Media Team

- **The ICF Media & Public Relations Officer  
(or her designee)**
- **The ICF Official Photographer**
- **The ICF TV Crew or HB Liaison  
(Producer, Editor, Cameraman)**

# **Media Facilities**

**Media Centre**

**Media Bureau & Media Info Desk**

**ICF Media Desk**

# Media Centre

There must be:

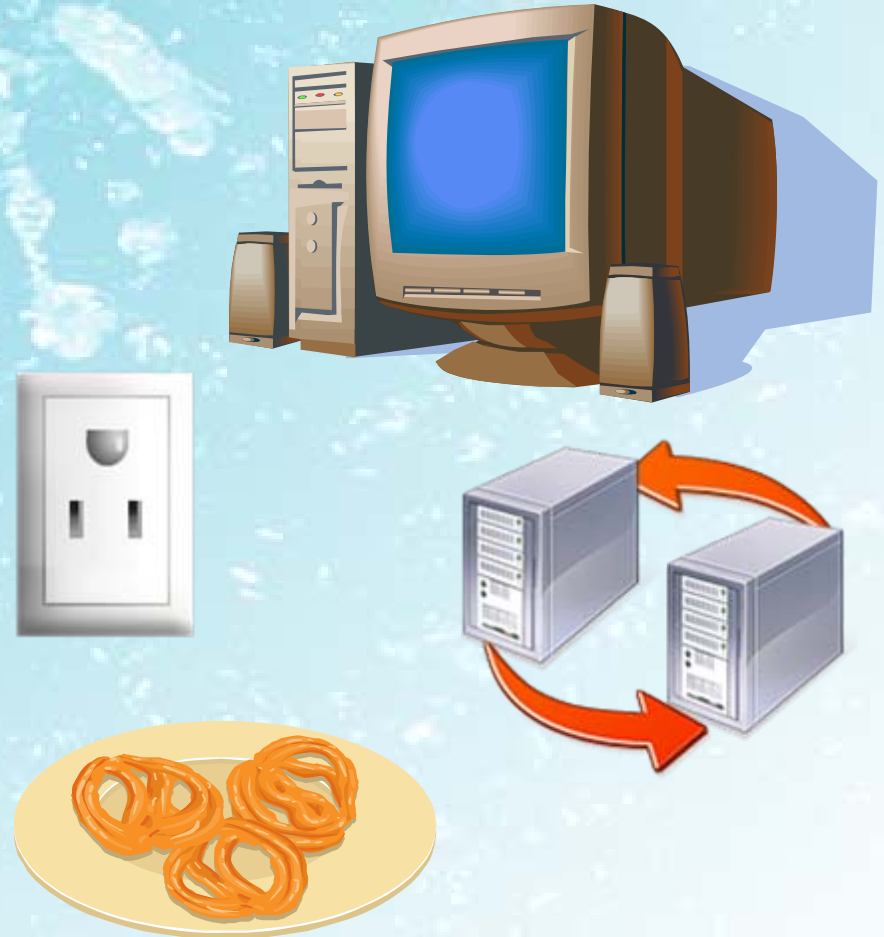
- a room for all media personnel
- an info desk
- a TV with a live feed of the races
- a desk for each person
- an in-box for each person
- user-friendly guides to using the equipment

What else might a journalist need?



# Media Centre cont...

- power supply
- computers
- free Internet access
- printers and paper
- copy machine in separate area
- snacks and drinks
- official price list of services
- cloakroom
- lockers



# Media Bureau & Media Info Desk

- to assist media personnel
- to provide information
- to answer any questions
- to provide translating services
- to provide technical assistance
- it must be staffed at all times
- the MM's office is in the bureau



# The ICF Media Desk

**All we need is:**

- **a separate desk with 5 chairs in the Media Centre**
- **two work stations connected to highspeed Internet**
- **power supply**
- **printer**
- **Our own in-boxes, one for the Media & PR Officer, one for the TV crew**

# And finally...

**To keep our journalists relaxed and ready to come back for more:**

- **provide a relaxation area with a cafeteria adjacent to the Media Centre**
- **make hot and cold food available**

# **Accreditation for Media Personnel**

**A happy journalist means better coverage**

**A happy photographer means better pictures**

# Accreditation for Media Personnel

- **send them personalised invitations**
- **make them feel like their presence is of real value**
- **ensure that your team can answer their questions**

# Positions for Press in the Field of Play

Media set-up for the qualification period is left to the OC's discretion. However, when the finals begin there must be...



# Positions for Press in the Field of Play



- **Press Stand**
- **ICF Work Station**

# Positions for Press in the Field of Play



## Working Positions for Photographers

- They are free to move behind the media line
- They must not obstruct the TV crew
- Photographers must not use flash photography
- Accredited photographers must wear bibs

# Positions for Press in the Field of Play



## Photographers at Medal Ceremonies

- TV crew and photographers must have a vantage point that is not obstructed

# Positions for Press in the Field of Play



## The Mixed Zone

# Positions for Press in the Field of Play

- **Must be strategically placed**
- **It must respect order of priority of media personnel**
- **Athletes go first to TV, radio then press journalists**
- **Staff must manage the flow of athletes through the zone**
- **The ICF & Sponsor backdrop must be positioned for optimal TV coverage and visibility**
- **If there is no backdrop, choose a suitable background**



## The Mixed Zone

A person is seen from behind, paddling a canoe on a body of water. The image is overlaid with a semi-transparent blue gradient that fades from the top to the bottom. The word "Broadcasting" is centered in the lower half of the image in a bold, blue, sans-serif font.

# Broadcasting

# ICF TV Initiative

- 2009 ICF launched [www.canoekayak.tv](http://www.canoekayak.tv)
- ICF paid for TV crew at all World Cups
- ICF news packaged, created and distributed
- ICF highlights packages created
- ICF commissioned Graphics package for making Canoeing more identifiable
- ICF paid for international distribution globally
- ICF worked with Broadcasters to ensure maximum exposure for World Championships

# ICF TV Initiative



- **80% of the World's population is informed by Television. Television is key to promote a sport**
- **In 2009, ICF distributed six World Cup events to a global audience**
- **400 TV stations showed news coverage of the World Cups.**
- **25 broadcasters showed the whole series of six events.**
- **ICF invested in the distribution to have the World Cups on TV. The host city and the region receive a huge return through this distribution.**

# ICF TV Initiative

- **2009 Results**
  - **Canoe Sprint World Cups taken by 20 countries and several international sports magazines**
  - **Canoe Slalom World Cups taken by 25 countries and several international sports magazines**
  - **First time in recent history, ICF has had global coverage for World Cups**

# ICF TV Initiative

- **ICF Canoe Sprint World Championships**

**More than 24 hours of footage**

**59 million viewers saw some of the  
Championships in Europe**

# ICF TV Initiative

- **ICF Canoe Slalom World Championships**

**More than 37 hours of footage**

**61 million viewers saw some part of the  
Championships in Europe**

- **Major increase in audiences from previous  
World Championships**

# ICF TV 2010

**For 2010 events we need the World Cup OC to help:**

- **National TV must be part of your organisation and offer full live TV coverage. Alternatively, you can involve regional TV stations**
- **ICF will take responsibility of international footage and distribution**
- **Think of your budget for Television: consider the exposure and the increased visibility it gives canoeing and your local tourism**



# ICF TV 2010

- **ICF will send on site a TV team to collaborate with the national TV**
- **ICF TV Team needs accommodation**
- **ICF TV Team needs to contact the national broadcaster to receive access to the signal**
- **To prepare the international distribution, ICF TV can include some shots of your city and region if available with the right format and good quality**

# ICF TV Graphics

**HB must use the ICF Graphics Package in all productions**

**ICF Graphics Package includes :**

- **Opening and Closing sequences**
- **Name tags**
- **Start Lists**
- **Clocks**
- **Split times**
- **Results**

**Note it is important that the timing company uses the graphics package as well in order to give a complete professional TV image both for sport presentation and more importantly for Television pictures**

# Host Broadcasting Requirements

- **ICF, HB and OC to work on Competition Programme and timing for TV**
- **Work with ICF on TV production plan**
- **ICF to be involved with camera placements and camera angles**

# Host Broadcasting Requirements

- **HB to understand international requirements not just domestic needs**
- **Lead athletes must be filmed 80% of the time, domestic athletes can be covered in the remaining time**
- **When an event is finishing camera must follow leader**

# Host Broadcasting Requirements

*ICF will liaise with the OC regarding all requirements for broadcasting companies*

**HB requires:**

- **Start lists in advance and biographies of athletes**
- **Instant results electronically**
- **Commentary positions**
- **Runners and spotters**

# Technical Requirements

- **For live coverage, ensure that International Signal is produced without problems**
- **Where taped footage is available, supply ICF immediately with footage**
- **Install television facilities in The Mixed Zone**
- **Film the ceremonies and medal presentations**
- **Install camera positions for host/foreign broadcasting companies where needed**
- **Cater for commentary positions and radio stations where requested**

## **Webcasting**

- **Not on the same scale as broadcasting**
- **ICF has ownership over rights**
- **EBU has bought rights for certain events**
- **Available to show through ICF website**
- **A great way to show the event to specific audience at low cost**

## ICF TV Goals

- **Good professional TV product**
- **Easily identifiable TV programmes**
- **Promotion of sport globally**
- **Excellent opportunity for sponsor search**
- **Improve Canoeing exposure and potential growth of participation**

An aerial photograph of a person in a canoe on a river. The water is a vibrant blue, and the person is positioned in the upper center of the frame, moving towards the bottom. The text 'ICF TV Hit the Roof' is overlaid in the center of the image.

**ICF TV**  
**Hit the Roof**

A photograph of a person in a canoe on a body of water, overlaid with a semi-transparent blue filter. The person is in the center, leaning forward, and the water shows some ripples and reflections. The text is centered over the image.

# Online Entries Results Website



# Online Entries

- **Allows for faster intake of athletes**
- **Streamlined with Siwidata software**
- **Previews available in PDF or Excel upon request**



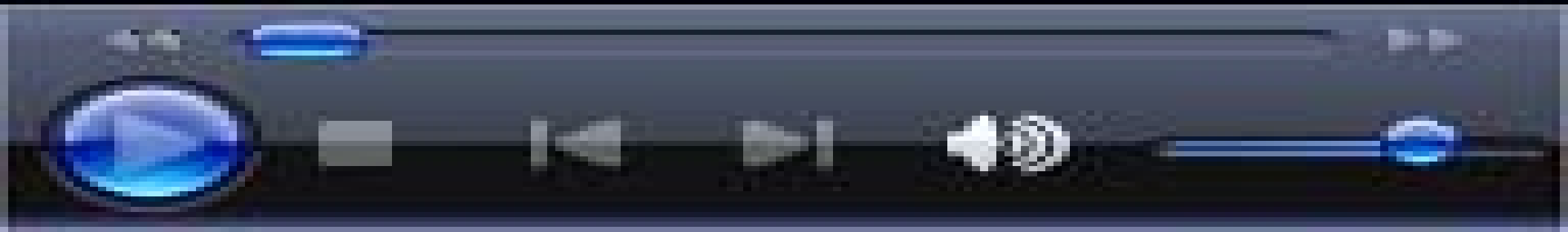
# Online Entries Deadlines


- **2 weeks before event**
  - All Numerical Entries must be replaced by Nominal ones
- **1 week before the event**
  - Entries are closed and sent to Organisers

**NOTE! AFTER CLOSING, NUMERICAL ENTRIES WILL BE DISCARDED!**



# Online Entries Demonstration





# Results

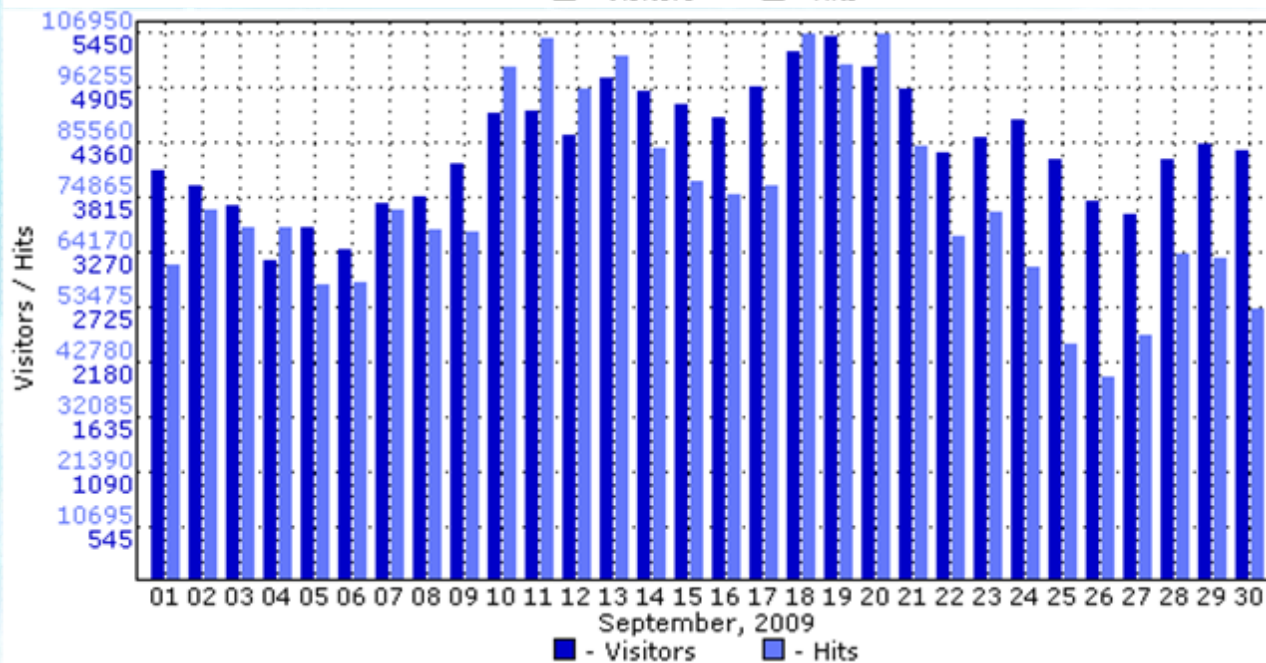
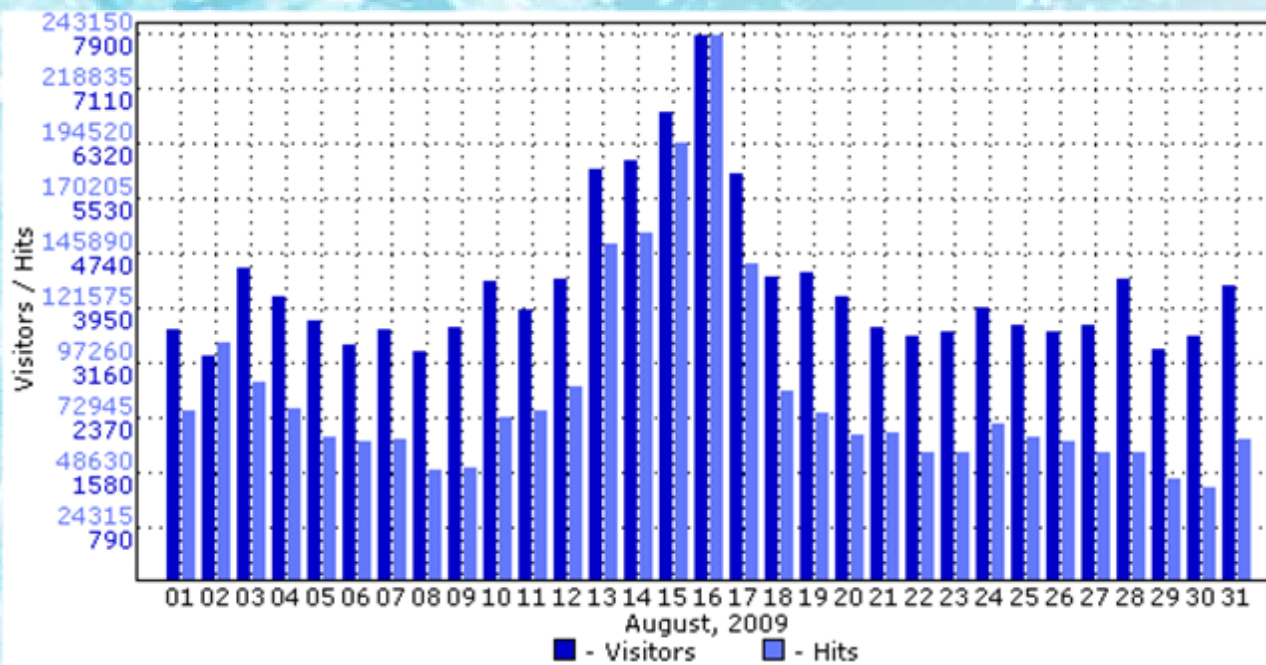
- **Canoe Slalom results must be submitted to the ICF in the Siwidata output file**
- **All disciplines must submit their results must also be in the traditional PDF format**



# Live Results

- **Embedding of results on webpage for Event and ICF**
  - Quick and simple
  - Effective way to distribute information
  - Essential for World Championships

# Statistics



# Results Template



EVENT LOGO

## Canoe Sprint World Championships 2009

Lausanne, Switzerland

08/11/2009

Kayak Single Men 1000M

Heat 1

### Results

<i>Rank</i>	<i>Lane</i>	<i>NOC</i>	<i>BIB</i>	<i>Name</i>	<i>Final Time</i>	<i>Final Time Difference</i>	<i>Qualified</i>
1	5	GER	257	DITTMER Andreas	4:20.654	00:00.000	QF
2	4	POL	331	TYSZYNSKI Wojciech	4:21.848	00:01.194	QS
3	8	USA	381	MALLOCH Jordan	4:22.202	00:01.548	QS
4	1	UZB	384	MINKOV Vadim	4:23.150	00:02.496	QS
5	6	FRA	253	HEMONIC Bertrand	4:27.230	00:06.576	QS
6	7	CUB	237	CALDERON Frank	4:30.518	00:09.864	QS
7	9	PHI	323	JEREMIAH Tambor	5:02.330	00:41.676	QS
-	2	CMR	235	MPONDO Ebenezer	DNS	-	X
-	3	MDA	311	ANDRIES Alexandru	DNS	-	X

ICF Canoe Sprint World Championships 2009  
Official Results Report

Sponsors logos may be inserted here

08/11/2009

international  
**canoe**  
federation



**We are developing a new  
website!**

Always moving forward



2009 a big year for the PaddleAbility movement.

This year was the first to see physically challenged athletes compete in the Canoe Sprint World Championships. It also saw the launch of the ICF's Declaration of Accessibility for Canoeing Athletes with Disabilities. Now, the next big step, the ICF has started its application for PaddleAbility inclusion in the 2016 Paralympic Games.



Disciplines

- Sprint
- Slalom
  - In slalom racing, paddlers have to navigate the kayak or canoe through pairs of poles called 'gates', set up over the challenging rapids, waves, eddies and currents on a 200m stretch of rough water.
- Wildwater
- Marathon
- Canoe Polo
- Canoe
- Dragon Boat
- Freestyle
- Ocean

Videos

Olympics 2009

ICF Championships 2008

Events

- 10 Oct - World Master Games (AUS - Canoe Polo)
- 10 Oct - World Masters Games (AUS - Canoe Polo)
- 12 Oct - World Masters Games (AUS - Slalom)
- 14 Oct - World Masters Games (AUS - Flatwater)
- 14 Oct - World Masters Games (AUS - Marathon)
- 16 Oct - Regatta Orsova (ROM - Flatwater)

Future Events

- 17 Oct - 29. Kandl Abfahrtsrennen (GER - Wildwater)
- 17 Oct - Dutch Water Dreams Dutch Open ICF Ranking Series (NED - Slalom)
- 17 Oct - Setubal Cup (POL - Canoe Polo)
- 17 Oct - Setubal Cup 2009 (POR - Canoe Polo)
- 18 Oct - International Regatta Verona (ITA - Marathon)
- 20 Oct - Wildwater World Cup 1 - Sprint (AUS - Wildwater)
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- 22 Oct - 6th African Canoe Sprint Championships (CIV - Flatwater)
- 24 Oct - British Open 2009 ICF Ranking Series (GBR - Slalom)
- 24 Oct - Continental Championship America (USA - Canoe Polo)
- 25 Oct - Wildwater World Cup 2 - Classic (AUS - Wildwater)
- 25 Oct - Wildwater World Masters - Classic (AUS - Wildwater)

Athlete of the Month

**Belen Sanchez Jimenez - Canoe Sprint (SPAIN)**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed pellentesque sollicitudin felis, vel consectetur velit fermentum a. In aliquet euismod semper. Vestibulum a lacus id elit aliquet euismod.

elite canoeing

- Race Results
- Medical & Anti-doping
- Athletes Bios
- Development
- Online Entries
- Licensing Programme
- Publications

Login (normal use only)

Username

Password



ICF affiliated member of





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Athlete of the Month



- Race Results
- Medical & Anti-doping
- Athletes Bios
- Development
- Online Entries
- Licensing Programme
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Login (internal use only)

Username

Password



ICF affiliated member of



ICF partner



CAS

Disciplines

Sprint

In slalom racing, paddlers have to navigate the kayak or canoe through pairs of poles called 'gates', set up over the challenging rapids, waves, eddies and currents on a 300m stretch of rough water.



Wildwater

Marathon

Canoe Polo

Canoe

Dragon Boat

Freestyle

Ocean

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- 17 Oct - 29. Kandi Abfahrtsrennen (GER - Wildwater)
- 17 Oct - Dutch Water Dreams Dutch Open ICF Ranking Series (NED - Slalom)
- 17 Oct - Setubal Cup (POL - Canoe Polo)
- 17 Oct - Setubal Cup 2009 (POR - Canoe Polo)
- 18 Oct - International Regatta Verona (ITA - Marathon)
- 20 Oct - Wildwater World Cup 1 - Sprint (AUS - Wildwater)
- 20 Oct - Wildwater World Masters - Sprint (AUS - Wildwater)
- 22 Oct - 6th African Canoe Sprint Championships (CIV - Flatwater)
- 24 Oct - British Open 2009 ICF Ranking Series (GBR - Slalom)
- 24 Oct - Continental Championship America (USA - Canoe Polo)
- 25 Oct - Wildwater World Cup 2 - Classic (AUS - Wildwater)
- 25 Oct - Wildwater World Masters - Classic (AUS - Wildwater)

Athlete of the Month



Disciplines

Sprint

In slalom racing, paddlers have to navigate the kayak or canoe through pairs of poles called 'gates', set up over the challenging rapids, waves, eddies and currents on a 300m stretch of rough water.



Wildwater

Marathon

Canoe Polo

Canoe

Dragon Boat

Freestyle

Ocean

Videos

Olympics 2009



ICF Championships 2008



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## Presidents Welcome



Dear Friends,

Welcome to the ICF website and the world of Canoeing. The ICF is constantly moving forward, developing the sport and trying to progress to keep up with modern trends and ensure our sport remains relevant. To this end we will be implementing significant advances to our organisation that will enhance and strengthen our sport. I am well aware of the challenges that I will face as your newly elected president. I am committed, and will surpass any obstacles efficiently and professionally.

As some of you may know, the ICF has developed a new logo, which will begin to become more and more prevalent as the year progresses. Of course we will not be discarding our old logo or identity, as we're at a point in time where our future needs a seamless transition. This new logo will reflect our identity, influencing our persona and the character of the ICF. I am confident it will be a resounding success.

We are a modern sport, with many disciplines under our mandate and as such, we as an organisation need to reflect that. We're constantly expanding and developing, seeking new ways to improve the sport, our events and our correspondence with our public and the media. As we continue to expand, we will seek out opportunities for additional access to broadcasting, increasing the connectivity between the public and our sport.

From everyone here at the ICF, we hope that you enjoy your time spent here and that you find the information you seek. Remember that we have links to the various events, committees and friends of Canoeing that could provide you with any more specific or specialised information.

Best wishes and regards,

**José Perurena López**  
ICF President

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## ICF bids for canoeing to be in the Commonwealth Games

The ICF is currently working on a bid to the Commonwealth Games Federation to move from being a 'recognised sport' to a sport that can be included in the actual Commonwealth Games programme. The bid will be submitted in September 2010 and the outcome of the bid will be known in November 2010.



Steven Ferguson

The ICF has appointed a Mr David Gent, a Vice President of the British Canoe Union and a member of the ICF 'Canoeing for All' Committee to co-ordinate the bid process. If you would like to know more about the bid process or help in the lobby to convince the Commonwealth Games Federation that canoeing should be one of the events in the actual Games programme, then please e-mail David Gent at davidgentis@aol.com

### ICF Commonwealth Commission

The ICF at its recent Board meeting agreed that the ICF should appoint a Commonwealth Commission to oversee the work of the bid process. The Commission is a part of the ICF Canoeing for All Committee. The ICF is currently in the process of appointing the members of the Commission.



Ngidi and McIntosh

ICF gains formal recognition as the Commonwealth Sports Association for canoeing The Commonwealth Games Association at its recent Executive meeting considered the application by the ICF to become the recognised Commonwealth Sports Association for canoeing.

The CGF has replied to the ICF that 'it recognises the ICF as the controlling body for all aspects of canoeing on a global basis i.e. inclusive of all matters Commonwealth and as such CSA status/recognition is confirmed'.

This represents one positive step forward in the bid by the ICF to become an optional sport (level 2) which would mean that canoeing could bid to the organising committee of the 2018 Commonwealth Games to be included in their programme of events.



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## Slalom Canoeing



### Precision and speed in the rough water

In Slalom Racing, paddlers have to navigate the kayak or canoe through pairs of poles, called "gates", set up over the challenging rapids, waves, eddies and currents on a 300m stretch of rough water. If the paddler touches one of the poles, or misses a gate altogether, penalty times are added to the time achieved by the competitor on that run. They are single kayak (K) events, for men and women, and canoe events, also for men and women, in single (C1) and double boats (C2). There are also team events.

This discipline made its appearance in the Olympic Games in Munich in 1972 and then had to wait until 1992 to be reinstated to the Olympic programme.

## Related Events

- 10 Oct - World Master Games (AUS - Canoe Polo)
- 10 Oct - World Masters Games (AUS - Canoe Polo)
- 12 Oct - World Masters Games (AUS - Slalom)
- 14 Oct - World Masters Games (AUS - Flatwater)
- 14 Oct - World Masters Games (AUS - Marathon)
- 16 Oct - Regatta Orsova (ROM - Flatwater)

## Related News



Sydney World Masters Games



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- Dragon Boat
- Freestyle
- Ocean Racing
- Other Disciplines
  - Rafting
  - Waveski
  - Life Saving**
  - Va'a
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## 2009 a big year for the PaddleAbility Movement



Thursday, 1 October 2009

2009 has been a big year for the PaddleAbility movement. This year was the first to see physically challenged athletes compete in the Canoe Sprint World Championships; it also saw the launch of the ICF's Declaration of Accessibility for Canoeing Athletes with Disabilities. Now, the next big step: the ICF has started its application for PaddleAbility inclusion in the 2016 Paralympic Games.

In the meantime, National Federations are encouraged to sign the declaration and work towards developing the sport of canoeing for all. Opening up the sport to those with disabilities is fundamental and essential to the accessibility of the sport worldwide.

To sign up click here. To learn more about how to bring the sport of canoeing to your athletes click on the links below.

## Other News



Sydney World Masters Games



Asian Canoe Sprint Championships



Rio wins bid for 2016

## Archived News

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September 2009

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## Race Results

### Medal winners since 1936

-  Medal winners since 1936 Part 1
-  Medal winners since 1936 Part 2

### Olympic Games

-  Beijing 2008 - Canoe Sprint
-  Beijing 2008 - Canoe Slalom

### Canoe Sprint

Olympic Games ▶

Canoe Sprint ▼

#### 2005

-  WCh Seniors - Zagreb 2005
-  WCh Juniors - Szeged 2005

#### 2006

-  WCh Seniors - Szeged 2006

#### 2007

-  WCh Seniors - Duisburg 2007
-  WCh Juniors - Racice 2007

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# Event Website

- **Mandatory Content**
  - **Effective presentation of event**
  - **General information**
    - **Venues, entry process, hotel booking, visas etc**
  - **Course profile and layout**
  - **Detailed schedule**
  - **Start list preview**
  - **Profiles on high class athletes (local/international)**



# Mandatory Content Con't

- **Event sponsors**
- **Ticketing options**
- **Presentation of the city**
- **Main link to ICF website**
- **Full English option**
- **Media and social tools**
  - **Updates, Twitter, Facebook, visual media**
- **Adherence to ICF Style/Media guide**
- **User friendly layout, simple and clear**



# Useful tools for Event Website

- **Live footage directly from venue**
- **Regular status updates**
- **Countdown to Opening Ceremony**
- **Additional information of host city/Federation**



**Questions?**

# Commercial

# Sponsors & VIK

- **ICF has no international sponsor at this time**
- **TV production is critical to this area**
- **ICF is preparing for Corporate sponsors**
- **ICF needs to be ready to launch international sponsorship programme**
- **Critical area for the future of ICF**



# ICF OFFICIAL EQUIPMENT LICENSING PROGRAMME

# What is ICF Official Equipment Licensing Programme ?

- Each new boat produced in 2010 by an approved ICF Official Licensed Supplier will carry an ICF Licence Certification Label



# What is ICF Official Equipment Licensing Programme ?

- Other boats can be licensed on-site at the Pre-Competition Boat Control by filing an application form



Competition: 2009 ICF Canoe Sprint World Championships

Place: Dartmouth - Canada

Date: .....

Licence Certification Label no	B
--------------------------------	---

Manufacturer			
Boat Class			
Model			
Serial no			
Year			
Discipline			
Length	cm	Width	cm
Weight			
Rudder	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Colour			
Owner			

I, the undersigned, hereby confirm having received the Licence Certification Label no ..... which has been placed on the above-mentioned boat. Its removal will be seen as definitive and the licence invalid and void.

I hereby acknowledge and confirm that the information provided is true to the best of my knowledge.

Date & Place

Signature

.....

.....

# BOAT CONTROL

## Pre-competition Boat Control for licensed Equipment :

- Will ease and speed up Pre-Competition Boat Control
- ICF will provide the list of licensed boats to the Deputy Chief Judge
- Boats will be controlled by comparing the boat with the information on the ICF Certification Database

# BOAT CONTROL

## Pre-competition Boat Control for non licensed Equipment :

- Non-licensed boat will have to go to the entire boat control as usual
- After the application form is completed, ICF Licence Certification Label will be applied to the boat.

# BOAT CONTROL

**No change**

- **at Identity and Polyox Control**
- **at Post Race Boat Control**

# **SPECIAL REQUIREMENTS ON SITE**

**ICF Official Licensed Suppliers will have  
Need to have a reserved area**

- **Designated Place**
- **Sheltered**
- **Electricity**
- **Lighting**

# Spectator Services

## Level 2: Added-Value, Nice to Have

- Provide required services to spectators.
- Set up and operate an information desk
- Create a lost-and-found department.
- Make sure people physically handicapped can still attend all services available to spectators (stands, toilets, franchises, etc.).



# VIP Areas & Hospitality



- **Level 1: Must Have**

- All VIPs and Sponsors should be well taken care of. They will associate the way they are treated as a direct reflection of the organisation.

- **Level 2: Added-Value, Nice to Have**

- Set up and provide hospitality and information services at the hotel reception desk of the people associated with ICF. Establish and integrate itineraries of guests of honour and of the Organising Committee guests.
- Plan hospitality and information services at the hotel of people associated with ICF, namely: distribution of handouts, information, transportation arrangements, accreditation, restaurant reservations and other recreational activities.

# **Events on Competition Premises (seating capacity & reception)**

**In consultation with ICF, design and combine the allotment of seats on the competition sites for ICF members, VVIP's and VIP's; ensure, then and there, reception services for the guests of ICF's President, for the people connected with both ICF and the Organising Committee, for VVIP's and VIP's.**

**Plan and provide all hospitality services to the guests of ICF's president, to the people associated with ICF, to VIP's, in the VIP's lounges as well as that of the Organising Committee President.**



# Development Programme at Events

# ICF Development Programme

# Benefits for the Organising Committee

- **More participants**
- **Participation of “emerging canoeing nations”**
- **Increases Media & TV interest**

# Benefits for the ICF

- **Events are one of the tools of the Talent Identification Programme**
- **Motivates developing NFs to continue their efforts**
- **Motivates the upcoming high level athletes**
- **Increases the performance level of the developing athlete**

# Benefits for the NFs

- **Developing NFs are able to take part in International Competitions**
- **Helps NF motivate their athlete for training and develop their full potential**
- **ICF support shows the Sports Authority the NF's commitment to promoting the sport to new levels**
- **Travelling to the Events gives NF leaders an opportunity to exchange with other leaders and increase their knowledge**

# ICF's Financial Support

- for the two Olympic disciplines
- for the training camp in connection with the World Championships
- for the athletes participating in the Talent Identification projects
- for the travel costs
- for the room and board
- for the payment of coaches
- to provide boats to participants

**But it must be within the available budget !**

# Collaboration with the Host NF and the Organising Committee

**Key points to facilitate the development programme at events**

- **Cooperate with the ICF**
- **Appoint one person for the project**
- **Provide financial assistance for the expenses incurred on site, such as Room and Board, ground transportation, and the waiver of accreditation fees**
- **Provide training support for the coaches**
- **Facilitate the procedure for obtaining visas**

# ICF's Role and Responsibilities

- **To select the athletes in collaboration with the continental associations**
- **To inform and invite the participants**
- **To cooperate with the athlete and NF with confirmation, travelling, visa, payments, entries, reimbursements, etc.**
- **Cooperate with the host NF and the Assistant Coaches**
- **Arranging the complimentary boats**
- **Assist communication between the participants**

# Wrap up: Day Two

