

PROMOTION AND PUBLICITY COMMISSION
Minutes of the meeting in Paris
24-25 January 2004

Roll Call :

Ismail Atef/Carl Borack/Liniero del Maschio/Claus Janka/Bernard Gauthier/Sergio Groupierre/Mehdi Mohammadzadeh

Apologies :

M.-F. Dufour/Frantisek Janda/Ali Hussain

Guests :

René Roch/Jochen Färber/Sunil Sabharwal

Agenda

- 1) Minutes of the 21-22 June meeting in Lausanne
- 2) Reduction in the number of World Cup events on the FIE Calendar for the 2004-05 season
- 3) Miscellaneous

1) Minutes of the 21-22 June meeting in Lausanne

The minutes of the 21-22 June of the Promotion and Publicity Committee meeting were approved. No objections.

2) Reduction in the number of events on the FIE Calendar for the 2004-05 season

The meeting continued, with the discussion basing itself on the conclusions reached at the 22 November 2003 FIE Congress in Leipzig. These conclusions established that the FIE (Senior) calendar for the 2004-05 season shall be modified as follows:

9 World Cups (4 EU/ 2 AM/ 2 AS/ 1 AF)

5 Grand Prix (2 EU/ 1 AM/ 1 AS/ 1 AF)

5 Team World Cups (2 EU/ 1 AM/ 1 AS/ 1 AF) that must mandatorily take place at the same time as the Grand Prix

a total of 14 World Cups and Team World Cups per weapon.

In preparation for the meeting, the members of the Commission were asked to share with their colleagues their ideas on the subject of the reduction in the number of World Cup events on the calendar. Comments were received from M.-F. Dufour, Ismail Atef, Liniero del Maschio and Carl Borack.

In the course of the discussion, we kept referring from time to time to the ideas contained in their recommendations.

The Commission members stress most strongly the need to give priority consideration to the stated principles, otherwise a fair evaluation of the competitions cannot be made with respect to the conditions already outlined above.

In the course of the discussion that ensued, the following principles were determined :

Quantitative criteria

- Universality and adequate representation for all the continents. This criterium matches the conditions set by the FIE (cf. 2003 Congress in Leipzig).
- No country may host more than a maximum of 4 World Cup events.

Qualitative criteria

Presentation

- Quality of the television broadcast and audience share for previous World Cups (regional/national media analysis).
- Regular and long-term demonstration of an above-average quality presentation of the competition, and traditional degree of recognition of the event, as evidenced by a growing participation on the part of the better fencers.
- Number of paying spectators at the final.
- Artistic and creative character of the finals presentation, combined with an emotion-charged atmosphere.
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Security

- Ease of access to and cost for an entry visa.
- Political stability and overall safety conditions prevalent in the host country. Conditions that guarantee the equal right for all FIE member countries to participate.
- Crime rate.

Event specific

- International recognition/perception of the competition (number of countries taking part).
- Local level of public interest in the sport of fencing, and more specifically for the event in question (cf. audience share in 2002-03).
- Recognized financial and personal abilities of the host country in organizing events.

Other criteria

- In the event where serious breaches of the FIE « Cahier des Charges » occur, the competition may not be selected the following year.
- The World Cup events must be placed on the calendar in such a way that regional series in each weapon are encouraged.
- If a World Cup is cancelled during the season, this event shall be taken off the calendar the following year (except in case of circumstances beyond their control).
- Team World Cup events must be held on the same weekend as the World Cups, but they may be held in a different venue (but still easy of access).
- The organizer who has lost an event due to the reduction in the number of events on the FIE calendar may organize a satellite competition in the same weapon, or another of his choice.

The principles stated above were approved by all Commission members present.

Based on these stated principles, we proceeded to rate the competitions that have previously taken place using the observer reports available to us. All the Commission members realize that this means that a substantial change will occur in the way World Cup events are handled. An in-depth discussion followed, in which all made efforts to apply the criteria in a comprehensive and carefully considered manner. One suggestion recommended that the national federations and confederations provide the FIE with their opinion on the matter in preparation of the next calendar setting meeting.

It was resolved that the propositions would be submitted to the Executive Committee.

Considering that the World Championships are to take place at the beginning of October, we recommend, with respect to the European Junior and Senior Championships, that the CEE review the situation of these competitions (juniors in July, seniors at the end of April).

3) **Miscellaneous**

Mr. Färber made a very descriptive presentation of the results of the media analysis of the World Championships 2001-03 ; these results clearly demonstrate the commercial value and cost benefit accruing to the FIE sponsor. There is an obvious link between audience share and the day of the week, national holidays, and the occurrence of other similar sports events. In the end, we strongly recommend that these factors be taken into consideration when setting the dates of competitions, as well as the schedule of World Championships. (Mr. Färber promised to make the results available to all members of the PP Commission).

Still on the subject, he explained how it has been decided that the direct elimination bouts of the table of 32 at the 2005 World Championships in Leipzig will be presented on 4 strips set up to television standards in the hope of attracting a greater number of national television companies to broadcast the event.

The Commission members have noted that a proposition made at the 30 November 2003 meeting has still not been implemented; it concerns the introduction of a modified FIE Observer's report. The President, Mr. René Roch, promises that this matter shall be decided upon at the next meeting of the Executive Committee.

The Commission requests that, as stated in the Statutes, the Commission members be invited and given the responsibility to act as Observers at Grand Prix events, just as the members of the Refereeing Commission are. President Roch promised that the matter would be examined

Mr. Zivkovic showed us the fencing strip "BGK Millennium" that has been approved by the SEMI Commission; this strip allows the organizer to display advertising and lends itself to very effective public demonstrations.

The Commission listened very attentively to this presentation.

At the close of the meeting, the Commission President thanked all the members for their conscientious and constructive work.

We do not expect another meeting of the Commission will be held before the Elective Congress.

Claus Janka
President
PP Commission