



**Promotion and Publicity Commission  
Minutes of Meeting held  
26-27 October, 2002, Lausanne**

**Present:** Claus Janka (GER - Chairman)  
Ismail Atef (EGY)  
Carl Borack (USA)  
Lioniero del Maschio (ITA)  
Marie-France Dufour (CAN)  
Bernard Gauthier (FRA)  
Sergio Groupierre (ARG)  
Frantisek Janda (CZE)  
Mehdi Mohammadzadeh (IRI)

**Observers:** Jochen Farber  
Sunil Sabharwal  
Nathalie Rodriguez  
Claire Schmutz-Stauffer

René Roch (FIE – *ex-officio*)

**Apologies:** Ali Husain (KUW)

### **1. Review of past minutes**

Due to the difficult situation that arose following the circulation of the last Commission meeting minutes, Mr. Janka requested that Mme Dufour draft the minutes of this meeting.

After a short discussion, the members agreed the importance to protect our team event and the positive promotion of fencing.

Mr. René Roch presented his last discussions with Mr. Rogge of this IOC and the resistance of the IOC to accept a “mixed” team format. The Commission encourages delegations to come to the next FIE Congress with recommendations on formulas that could be presented to the IOC

### **2. Review of Promotion Efforts at Lisbon World Championships**

M. Jochen Farber (FIE Press Officer) made a very detailed and comprehensive presentation of the statistics gathered by the German firm IFM retained by the FIE (the details are on file with the FIE). An impressive 175 million of cumulated spectators together with a 11.2 % of market share are only some of the most important facts he presented.

The strong visibility of the logo of the major sponsor **TISSOT™** represented a comparative monetary value of 10 million € – real value of about 1 million € was appreciated by **TISSOT™**

Based on these figures, the Commission recommends that: 1) the timing of the Championships should be based on guaranteed pan-European viewing patterns, 2) to help World Cup organizers produce a clip of their event for the news broadcast and 3) to show to the IOC the universality of fencing thru the increase in actual numbers of spectators in the world.

It was further recommended for World Championships that 1) we should cover direct elimination bouts as well (to be included in the *cahier des charges*), 2) the organizing committee should therefore be asked to make provision for the production of a 4-minute hi-lites tape edited for the medias and one of longer length (1 hour) for special magazines, 3) to identify one extra major sponsor and 4) the adapt the finals schedule to the main television viewing time of the main spectator area (Europe).

The Commission recommends to the FIE Executive Committee to sponsor a project of 100 000 €/yr to cover the cost of producing two (2) Grand Prix 4-minute news broadcasts per weapon (this amount to include the roughly 10 000 € required to conduct a thorough market analysis of the effectiveness of this initiative).

The Commission also recommends that:

- (a) the Referees Commission should be asked to insist that, in cases where fencers are clearly not engaged in reasonable fencing activity, referees halt the bout;
- (b) that in future, extra care be taken to ensure that optimal lighting conditions exist for the final (*more focused on the fencers*);
- (c) to modify the positioning of the pistes in order to film the four direct elimination pistes;
- (d) that fencers in the team event always fence from where their team is located, event if they are left-handed;
- (e) the venues must strictly controlled in order to match with the plans presented by the Organizing Committee during the bidding process ( a quality control inspection done on the spot). Their share of sponsorship has to be linked to the conformity of the venues and that the company eventually responsible for registration and competition running (EX. *Nicaud or Ophardt*) provide as **TISSOT™** does the necessary hardware and software required.

We were then joined by M. Marc-Olivier Gemmet who made a short presentation on a promotional brochure concept that was being developed for the FIE. The Commission thanks him and will study the project.

## **2. Status Report on FIE Internet Project**

Mme Rodriguez explains that the new web site plans to link the proposed database to a Website designed to support online entry of competition results in real time, interactive search and query functions, as well as a wealth of other benefits, both effortlessly and securely.

The costs identified are somewhat high but the FIE has already indicated it is prepared to make funding available in its budget and it has the obligation of providing our proposed database to the IOC in time for the Games.

M. Sunil Sabharwal made a short presentation on the advantages for the FIE to retain the services of a marketing firm to represent it. He will send a Request for Proposal to 5 companies and the successful candidate will be offered exclusive rights to represent fencing, and will receive compensation on a commission basis.

The Commission endorsed M. Sabharwal's project and asked him to proceed with it as soon as possible.

## **3. Review of 2001-02 World Cup Observer Reports**

M. Janka thanked the FIE Bureau for having compiled the statistics contained in the observer reports and identified three areas of concern:

- the fact there were incomplete and missing reports;
- problems with the content of the reports which is not always useful;
- observers must concentrate more on checking whether organizers are adhering fully to the indications given in the technical specifications (“*cahier des charges*”).

**Recommendation 1:**

The P&P Commission will take over the coordinating of reception and verification of observer reports. A letter will outline the Commission requirements with respect to the completion and submission of reports. Failure to submit a report will have as consequence removal of said observer from the list of eligible observers for the following season.

**Recommendation 2:**

Due to the fact that organizers do not all adhere to the provisions laid out in the *cahier des charges*, the Commission proposes that:

- in the case of **doping control**, the observer needs to make sure that the samples are being sent to an accredited laboratory and to make sure the anti-doping procedure is properly administered. the Medical Commission should draw up a protocol outlining exactly the procedure that should be followed.
- it is the observer’s responsibility to fine any delegation that fails to provide the required referees – a fine of 500 € will be charged to any delegation that will have advised the organizers two (2) weeks in advance that they will **not** be providing the requisite referee (*this amount will be used to defray organizers’ expenses for designating a suitable replacement*); if the organizer is not advised, a fine of 1000 € will be charged (*should the delegation fail to pay either fine to the FIE before the next World Cup event in that weapon, this delegation is ineligible to compete*).
- as serious derogations and lack of consistency were noted on observer reports, the Commission will prepare a checklist based on requirements outlined in the *cahier des charges*. The organizers who will have been guilty of a number of serious derogations will be sent a notice of cancellation of their event for the following season.
- the *cahier des charges* needs to be modified to allow for a different composition of the three-member DT, with the observer given oversight and asked to deal with any controversial situation that may arise (this question needs to be referred to the Congress by the Executive Committee).
- as the Referees’ Commission makes no use of the comments on refereeing reported by observers at World Cup, the current section of the report should be done away with, and instead, only state the names and category of referees present (no evaluation).

**4. Analysis of Work and Tests Carried out by the Foil/Sabre Ad Hoc Commission**

The Commission has received no report.

**5. Discussion on Modifications Made to the Format of Grand Prix**

The Commission recognizes the need for the Executive Committee to remove the limit on the number of participants allowed at this event this season as it is a matter that needs to be approved by the Congress. He does, however, question the provision whereby certain Grand Prix organizers are not bound to support eight designated FIE referees.

M. Farber provided a detailed description of the requirements (Appendix A), the main ones being:

- this needs to be a professionally produced tape;
- 2-3 minutes are devoted to the gold medal match, showing the last hit, the joy of the winner, the awards ceremony and national anthem;
- there can be a 40-second sound byte with the winner, another 40-second sound byte for his opponent;
- 2-3 slow motion scenes, but no commentary;
- accompanied by e-mail of the full results and a bio on the winner; and
- uplink to EBU or shipped for later broadcast.

**Recommendation 3:**

The P&P Commission recommends that, based on the thorough analysis of observer reports it will now be undertaking, it henceforth be involved in the selection of Grand Prix events.

**Recommendation 4:**

The FIE should make some funding available to “seed” continental Grand Prix with 1-2 top fencers.

**6. Promotion of Commission Activity in Continental Confederations**

After a discussion, the Commission felt the best assistance it could provide was related to some form of competition support.

**Recommendation 5:**

The Commission recommends that a member of the Commission is delegated as observer to the regional competitions, this person can only be useful if he/she is designated far in advance.

**Recommendation 6:**

As the Statutes establish that a Commission delegate should be named to major events, we are recommending to the Executive Committee that the following candidates be considered as follows:

- Junior World Championships 2003      B. Gauthier
- Veteran Championships 2003      I. Atef
- World Championships 2003      del Maschio, Groupierre, Janka, or Mohammadzadeh

**8. Other Business**

Mrs Dufour made a short presentation on a recent conference on women in sport she attended in Montreal.

Mr. Roch mentioned that things were progressing too slowly for the Olympic Games in Athens and Mr. Farber then presented an update on the technical arrangements that was far more encouraging.

**9. Next Meeting**

The Commission will meet after the Junior World Championships, but before the proposed Executive Committee meeting, in order to prepare its propositions for the Congress.

**10. Adjournment**

The meeting was adjourned at 12:30h.