



INTERNATIONAL
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INTERNATIONALE
DE TIR À L'ARC

Maison du Sport International
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To future Event Organisers and
Technical Delegates

World Archery Event Organisers Seminar 2010

Dear Sir or Madam,

World Archery is pleased to invite you to our Event Organisers Seminar that will take place on:

10-14 June 2010 in Antalya, Turkey

This interactive Seminar will combine technical input, personal effectiveness facilitation and practical, hands on experience. This will ensure delegates go away with skills to enable them and their teams to perform to the peak of their abilities, to continue to push the boundaries in delivering better, high quality international archery events.

The World Archery Event Organisers Seminar 2010 will be delivered in collaboration with our partner, Sportworks Group Limited (www.sportworksuk.com). There will be classroom based activities combined with practical workshops taking place around the Antalya World Cup Event Stage 2.

This is an assessed Seminar and certification will be awarded against three criteria: attendance at all sessions, completion of an onsite evaluation and successful online post Seminar assessment.

Each delegate will receive a full resource pack that will include the new World Archery Official Event Organisers Manual. This Seminar will be the launch of the brand new World Archery publication.

Who is this Seminar aimed at?

- Anyone organising, interested in organising, collaborating on or learning about future events
- Current and or potential Technical Delegates

In the future any organisation wishing to host the following events:

- World Cup
- World Championships
- World Ranking Event

must construct an Organising Committee with at least one member having attained the World Archery Event Organisers Seminar certification.



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The outline Seminar programme is as follows:

Thursday, 10 June 2010

- Arrival day

Friday, 11 June 2010, Saturday, 12 June 2010 and Sunday, 13 June 2010

Seminar Delivery and Practical Sessions to include:

- Welcome and Introduction
- The Bidding Process
- Recruiting and Structuring the Organising Committee
- Contractual Relationships
- Financial Considerations and Management
- Time and Stress Management
- Project Management and Event Programming
- Legacy
- Recruiting, Leading and Motivating Staff and Volunteers
- Event Promotion/Marketing – Local, National and International
- Event Communication, Image and Feedback
- Spectator Services – Ticketing and Experience
- Field of Play Design, Sport Equipment, Media and Athlete Flow, Zoning and Facilities
- Logistics and Infrastructure
- Branding, Signage and Sponsors Requirements
- Contingency Planning
- Internet Requirements
- Accreditation
- Scoring and Results
- Sports Presentation, including Event Atmosphere, Commentary, Sound, Television and Ceremonies
- Public and Media Relations
- Clean Sport Management - Anti-Doping
- Environmental Considerations
- 'In-event' Management Processes
- Transportation, Accommodation and Food Services
- Opportunities for Maximising Revenue – Sponsorship and Value in Kind
- Merchandising
- Hospitality Considerations
- The Principles of Cause and Effect
- Closing and Seminar Evaluation

Monday, 14 June 2010

- Departure day



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The cost of participation is:

- €420 for Seminar participation fee if booked on or before 1 March 2010.*
- €120 for a single room accommodation, per day and per person.
- €85 for a double room accommodation, per day and per person (twin or double bed).

* Late registrations:

- An additional €45 for registrations from 2 March to 14 May 2010 will be charged.
- An additional €90 for registrations made from 15 May 2010 will be charged.

The cost includes the following:

- Pre Seminar Instruction Pack
- Meet and Greet at the Airport
- Airport Transfers
- Accommodation – All Inclusive at a 5* hotel
- Breakfast, Lunch and Dinner
- All refreshments and snacks for the duration of your stay
- Use of all hotel facilities including gymnasium, spa and pools
- Seminar Participation, all supporting materials
- Seminar Evaluation
- Certification (subject to successful assessment)
- A copy of the World Archery Events Organisers Manual
- Taxes

To register please complete and return the enclosed registration form as instructed.

The Seminar will take place at the **World of Wonders Hotel Resort, Kremlin Palace**, the venue for the finals of the World Cup Stage 2.

Cancellations before 14 May will be charged at 50% of the total invoice value. From the 15 May onward cancellations will be charged at 100% of total invoice value.

Full payment is due at the time of registration. Payment can be made by Credit Card (Visa and MasterCard only) or by direct Bank transfer. An Invoice will be issued in the name of the registrant or Federation and will include Bank account details for the payment of fees by direct transfer.

Terms and Conditions apply and are available upon request. Seminar delivery is based on a minimum number of delegates. World Archery reserves the right to cancel or postpone the Seminar without liability. In the event of cancellation or postponement by World Archery a full refund of registration fees will be offered.



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Should you have any questions regarding the event, please contact Ms Sandrine Blatter at sblatter@archery.org.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Tom Dielen".

Tom Dielen
FITA Secretary General

A handwritten signature in black ink, appearing to read "Gary Hargraves".

Gary Hargraves
Director – Sportworks Group Limited



Biographies



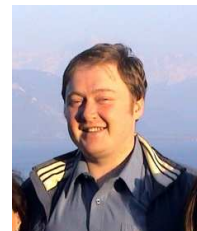
Wayne Michael Bester – World Archery Show Director

Rocky is a proud South African with 10 years experience in the field of Sports Presentation/Show Directing. Preceding his sports production, Rocky studied languages and law, became a Game Ranger at Mala Mala, South Africa's premier private game reserve and then travelled to the United States of America where he joined Zev Braun Pictures and then New World Pictures honing film-making skills for 3 years before travelling to Australia. Rocky continued to produce film and television in Australia, changing over to sport when asked to produce the Beach Volleyball at the Sydney Olympics in 2000.

Rocky's association with Archery began in 2004 at the Athens Olympic Games and since 2006 he has produced all but one of the Archery World Cup Events as well as 2 World Championships events. He once again produced the Archery event at the 2008 Beijing Olympic Games and has also produced Rugby World Cup, International Cricket, Swimming, Basketball and Soccer. In addition to the Olympic Games, his other major games include the 2006 Asian Games in Doha and the 2006 Commonwealth Games in Melbourne. He is producing Cross Country skiing at the 2010 Vancouver Winter Olympic Games and the FIFA 2010 Soccer World Cup in South Africa as well as continuing his career as a film and television Producer when he can find the time.

Tom Dielen – FITA Secretary General

Tom Dielen was a member of the Executive Committee of the Flemish League of the Belgian Archery Federation until 1996, before being FITA Executive Director from 1996 to 2002. He has been Director and Sport Liaison at the WADA (World Anti-Doping Agency) European Office based in Lausanne 2002 to 2005, when he came back to FITA as the appointed Secretary General. He is Member of the IWGA Executive Committee since 2006.



Tom has been competing in Archery for 23 years (Recurve and Compound) and is member of the Swiss Archery Association (ASTA). He is Chair of the ASTA Sports Commission and Vice President of Lausanne Archery Club and ASTA. He is also member of Panathlon Lausanne and many other sports organisations.

Tom's Archery involvement also includes his acting as member of the Organizing Committees at the World University Archery Games (1993), European and Mediterranean Archery Indoor Championships (1996), World Curling Championships (2001), and at many other national events in Belgium and Switzerland.



Gary Hargraves - Sportworks Group Limited Director

Sportworks Director Gary Hargraves has global experience of logistics and event management. He has worked with World Archery and Archery GB on a number of events, including:

- World Cup Event – 2009, Santo Domingo
- World Cup Event – 2008, Santo Domingo
- World Cup Event – 2007, Dover
- World Cup Final – 2007, Dubai
- Event Organisers Seminar – 2007, Lausanne
- Event Organisers Seminar – 2006, London



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Juan Carlos Holgado – FITA Events Director

Juan Carlos holds a degree in Physical Education and Sports as well as a Master of Management and Administration of Sport at the Polytechnic University of Madrid, Spain.

He has dedicated his life to Sport and especially to Archery, being in turn director and coach of the Youth Develop Program in Archery, Head Coach of the National Team and Junior Team of Spain. He also has created Archery schools at two Universities in Madrid and he is the Chairman of the Technical Committee of Archery CEDU-CSD (Spanish Committee of University Sports). Besides, he has been Chairman of the FISU Archery Technical Commission since 1999. He also directed and edited the Spanish version of the Archery magazine "Archery Focus" in Spain.



Juan Carlos has also been actively involved as an organiser in many different national and international Archery competitions. He was the Technical Operation Manager at the Athens 2004 Olympic Games Organising Committee, Technical Delegate at the 2008 Beijing Olympic Games and is Technical Delegate for the London 2012 Olympic and Paralympic Games.

Amongst his twenty-five-year athlete career in Archery and his four participations in Olympic Games, Juan Carlos won the Team Gold Medal in Barcelona, Spain, during the 1992 Olympic Games. Since his youth he has won several Spanish Junior and Senior Championships and the bronze medal at the 1993 Mediterranean Games in France.

In his free time, he is coaching archers of different levels and he is giving his advice and support to different Archery projects.



Didier Miéville – FITA Marketing and Communications Director

Didier joined FITA in October 2005 as the new Director for Marketing, Communication and TV distribution.

Previously, Didier spent more than 2 years at the Fédération Internationale de Gymnastique (FIG), in the Marketing, Communication and New Media department. He started his career with Procter & Gamble.

Didier also has experiences with the National Hockey League, the Buffalo Sabres hockey club and the 2000 Sydney Olympic Games. Didier has graduated with a Bachelor in Sports Management – Marketing and with a Master's Degree in Business Administration from Bowling Green State University (Ohio, USA). He also earned the professional Sports Manager Diploma from the Swiss Olympic Association. A true sports fan, Didier currently practices unihockey and football. He has also participated in several other sports such as running, dancing and from time to time he enjoys shooting some arrows!

Murat Olgun – TFORS Director

Murat studied Computer Engineering and then completed his MBA in Finance at the Bosphorus University, Istanbul, Turkey. He worked as senior manager at Koc Group, ProMIS Information Systems, Vestel Electronics, and Meteksan Sistem prior to his current position as the Director of TFORS Events, FITA's IT Services Partner. Murat participated in several major events in Turkey such as the Universiade Izmir 2005 and the Black Sea Games Trabzon 2007.





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Since 2006, Murat has been managing the FITA Technology Team providing web publishing, accreditation, results, timing & scoring, and TV graphics services to more than 30 FITA events. He was also the official results verifier for the archery events of Beijing Olympic and Paralympic Games.



Florence Price – Sportworks Group Limited

Sportworks tutor and Business Psychologist Florence has been working in the field of training, coaching, business psychology and HR consulting since 2004. She has international experience in France, Australia and the United Kingdom, specialising in stress management, communication and motivation.

Hit the Roof

Hit The Roof sàrl is an independent production company based in Geneva from 2003, and is an official partner of Eurovision as well as many Olympic federations. Specialised in Sports Productions, Hit The Roof started a very successful collaboration with FITA in 2005. Since then, Hit the Roof always tried to improve the quality of the coverage in the high level Archery competitions. As a unique and experienced crew is the best way to insure maximum visibility of World Cup events, Hit the Roof will remain at your disposal for any information or clarification regarding a proper TV coverage of an Archery Event.



George Tekmitchov – World Archery Official Speaker

George holds the position of Senior Recurve Engineer and International Technical Advisor with Hoyt/Easton since 1991. An active archer himself, George is a four-time member of the USA National Archery Team, as well as a competitor at the 2004 World Field Championships and 2005 World Games. George is the Voice of Archery, having been Olympic Games Announcer for our sport in 1992, 1996, 2000, 2004 and 2008, as well as FITA Events Announcer from 1995 and FITA TV Production Announcer.

George has been involved in the Archery Youth World Championships 2009 as Technical advisor and Organising Committee member. He is also a member of the upcoming Ogden World Cup 2010-2011 Organising Committee.

Tom Wenham - Sportworks Group Limited

Tom co-founded the international sport solutions company Sportworks in 2002. Passionate about communication, marketing and event management, Tom's work in the industry has seen him hold a number of senior managerial public and private sector roles. His work has taken him across Europe advising on brand development in the field of sport.





World of Wonders (WOW) Resort Hotel Kremlin Palace

Enjoy your stay in this elegant, all-inclusive palatial setting, which features a large spa and wellness centre, international 5-star facilities and a diversity of activities and entertainment.

Hotel Facilities:

This 24 hour hotel offers accommodation to suit all requirements and facilities include:

- Twin/Double or Single bedded rooms
- All rooms with en-suite bathrooms
- Satellite TV
- Air Conditioning
- Telephone
- Safety deposit boxes
- Swimming pools
- Restaurants
- Bars
- Meeting rooms



Location:

The hotels are 3 kilometers from the competition field and 8 kilometers from Antalya International Airport. A complimentary transport system will operate daily from the hotels and the venue for the duration of the event journey time – approximately 8 minutes.

More information on the hotel can be found on the following website:

<http://www.wowhotels.com/wowkremlinpalace.asp>





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About Antalya

Today's Antalya is a highly modernized city with many facilities of European standards and a traditional and cheerful Mediterranean atmosphere. There are modern shopping streets and shopping malls, international and traditional restaurants, cafes, taverns, night clubs and luxurious hotels and resorts conveniently located everywhere. Sun-drenched beaches on the turquoise Mediterranean sea flanked by distinctive cliffs make up the unforgettable beauty bestowed upon the world famous Turkish Riviera.

Art, Culture and Entertainment

Antalya is full of exciting cultural activities and entertainment possibilities organized all year round. The annual Altin Portakal Film and Art Festival held in autumn and Antalya's annual jewellery festival are just a few of the many events held here. Antalya's Fine Arts Gallery also offers performance exhibitions. The ancient Aspendos Amfi Theater is a unique and historical place where many international operas, ballets and symphony orchestras perform, the Three Tenors and the Bolshoy Ballet to name just two. For evening entertainment, Antalya's Kaleici Marina and Leisure Centre are the best places in the city with many cosy restaurants, cafes, bars, night clubs and discos. Near the Setur Marina you can dine on floating seafood restaurants in a romantic Mediterranean atmosphere. For a panoramic view of the area, there is a holiday complex and a revolving restaurant 15 kms from Antalya, on top of the Tunektepe Hill.

One can also have an exciting time at the two water recreation parks namely Aqualand and Aquapark located besides the Culture Park and the Dedeman Hotel respectively. The Culture, Exhibition and Congress Centre, a unique piece of art in the form of a huge glass pyramid was opened in 1996 in the Konyaalti area.



Shopping

Among the many shopping areas are the Kaleici and the Ataturk Bulvar along the ancient city walls, which not only allow you to shop in a fun atmosphere but also have many interesting and traditional gifts on sale. Old Turkish kilims and carpets, pieces of Turkish art, original gold jewellery, leather products, clothing made from natural fabrics, handmade Turkish gifts (ceramics, wooden sculptures and many more) are all on offer. The Cumhuriyet and Isiklar streets are two others places you can shop and dine. And do not miss the chance to visit the colourful open air fruit and vegetable markets.



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Marinas

The Kaleici Marina has won several awards and is considered one of the loveliest marinas in Turkey with an extraordinary blend of ancient and modern environmental design together with numerous shrubs, trees and exotic flowers, restaurants and pubs. Also there is a modern Setur Marina at the Antalya Seaport, located 10 kms west of Antalya, offering all boating services.

Climate

Antalya is dominated by two climates. The coastal area is typically Mediterranean with hot dry summers and mild rainy winters. The interior region has a transitional climate affected by Central Anatolia and the Mediterranean. In July and August, the temperature can reach up to 38 degrees, with minimal rainfall. Winters can get down to 4 degrees, and very rarely reaches freezing point. The wettest months are December and January, with 250mm of rain per month. The average annual humidity is 61%.