

ENGSO Media Presentation

Project (2008)

Contents:

1. Introduction, terms of definition, project target.
2. Basic structure of media presentation under ENGSO conditions.
3. Implementation and its coherent problems.
4. Partial projects of media presentation for ENGSO.

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1. Introduction, terminology, project target.

Project of ENGSO media presentation classifies and defines the basic terminology from the field of media presentation for the ENGSO needs and its strategic management. And for the needs of the ENGSO Executive Committee, this project then defines partial projects of media presentation appropriate for implementation with regard to the character of external subjects which are to be addressed.

Media presentation may be seen alternatively as:

1. Goalseeking influence of the general public.
2. Most effective promotion.
3. Way to prosperity.

Project target of the ENGSO media presentation is:

1. Improvement of the ENGSO image.
2. Fullfilment of the ENGSO strategic aims.
3. Support of the marketing.

The project includes a whole spectrum of possibilities and opportunities. Under the ENGSO conditions however, we may not consider the realization of the project to its full extent (that is - to the full extent, the project could be realized only by a professional team and a four-years period, which is not realistic for ENGSO. Nevertheless, all possibilities should be mentioned here.)

The total costs of the project depend on the number of implemented partial projects as well as on the range and extent of solutions of the individual partial projects. The time schedule may be flexible depending on the capacity of the problem solvers, researchers - and of the cooperating subjects. The system of solution of individual projects in one programme enables a variability not only as to the extent of the applied expenses but also as to the time schedule of the solution. The final synergic action may be reached only by "at least partial implementation" of proposed projects.

The assumed time-horizon of the solution and implementation of certain partial projects is one to two years. It is convenient to evaluate the progression and impact of the applied solution midway and to appraise the possibility either to continue or to implement another different partial projects.

2. Basic structure of the media presentation under the ENGSO conditions.

The basic structure of the project of the ENGSO media presentation does not claim any completeness or preciseness of definitions. It is adjusted to present possibilities and to the character of ENGSO, as well as to the environment in which it is acting. Below you may find the target groups of public influence. With regard to these groups, we try to specify possible instruments with which – in concrete projects of media presentation – you may efficiently influence target groups, eventually spheres.

2.1 Internal activities (ENGSO):

- member organizations
- officers of member organizations responsible for the international policy

2.2 Immediate environment :

- European Olympic Committee
- European Commission
- Council of Europe

2.3 Distant subjects:

- Sport Ministries in European countries
- All our partners (ISCA, GAISF, CEFS,...)
- European Youth Organizations (.....)
- next

2.4 Media

The instruments of influence on the target groups may be specific for one target group only in some cases. Their specific respective solution must respond to it. Yet in many cases, one single instrument may be universally applied to all target groups.

The fundamental step is to create a portfolio of instruments of a media presentation which virtually does not exist yet under the present conditions of ENGSO. This would, in the same time, complete or fill in the gaps in the field of the marketing promotion. Then a phase of concrete solutions would follow within the decisive partial projects (DPR) of the media presentation of ENGSO:

- **DPR-Infobank**
- **DPR-ENGSO (members)**
- **DPR-Immediate Environment and Distant Subjects**
- **DPR-Media**

3. Problems related to the implementation.

- 3.1 The whole project, its solution and introduction must be dynamic. On the outside though, it must react nonaggressively. It must not evoke a feeling of “wasted money” and it must not evoke any unwanted internal or external reactions.
- 3.2 It is necessary to understand that there is a difference between “a media presentation” and “a marketing promotion”, as well as the fact that the ENGSO does not produce any consumer goods. The relation between the project of a media presentation and the promotion within the framework of marketing must be resolved satisfactorily for both sides. The projects must not fight with each other but they must only complement and support each other. It is of no good to try to resolve them both at the same time.
- 3.3 What is important is the awareness, the knowledge that ENGSO is not as strong as to manage the whole project by itself. In order to be able to realize more partial projects, an external cooperation is necessary not only to resolve the project but also to manage it. Only certain basic partial projects can be mastered on a self-help basis.
- 3.4 The project of a media presentation will not be successful unless it would be accepted and embraced by the ENGSO ExCom and by the respective parties, the problem solvers.
- 3.5 The solution and implementation is the optimum form of a flexible realization team, acting to a larger extent outside of the organizing structure of ENGSO, with following functions: chief manager of the project – main project director – responsible managers – consultants.
- 3.6 It is advisable to fix a year limit for the financial budget. Participants in the project will have an idea of their own possibilities and in addition, their confidence to implement results of their work. The fact that expenses would be closely monitored, will on the other side, enable an economical use of financial resources.
- 3.7 At present, beside a presentation of the actual work, it seems that a good PR topic for ENGSO, are items as health, a healthy lifestyle, antidoping and antidrug policy, ecology and ENGSO’s attitude to questions of European policy in the field of sports.

4. Projects of ENGSO media presentation.

DPR-Infobank :

This is the basic project. It is its goal to collect all instruments necessary to support the media presentation:

- **Graphic Manual** (containing logos, applied colours, patterns of individual graphics means)
- **Logo and passwords** (a simple graphic idiom characterizing ENGSO, slogan such as “we are a dominant force in the European sports movement”)
- **Photo data base** (selection of photographs to be used in case a photographer is not available, or the appropriate season)
- **Video clips, Power-Point presentation, PR spots** (videoprogrammes on ENGSO, applicable in whatever public presentations)
- **Organization and its History** (official history applicable in any presentation graphics and information documents)
- **ENGSO Leaflet** (basic information on the organization where technical data would not be prevailing).

DPR-ENGSO organization:

It is concerned with tasks oriented to the organization inwardly, to its members and active participants in the ENGSO life. It is possible to enforce as main tasks of the project the following:

- **Unique visual style** - (the entire data base on the organization and applied information and promotional means, inclusive the economic and technical documentation)
- **Newsletter** (e-Newsletter) - (at least a monthly TP Reports and a Yearly, offering information from all spheres of ENGSO activities, inclusive response from the neighbourhood)
- **Event/Deed of the year** - (selection and awards for the most outstanding deed of the year in the framework or to the benefit of ENGSO)
- **Award/Acknowledgement of ENGSO** - (a well-established system of awards for exceptional contribution to sports, etc., to introduce such tradition)
- **Intercommunication inside the membership base** - (letters addressed to member organizations, e-mail calls, offers, meetings)
- **ENGSO Leaflet**
- **Country Reports,**
- **List of Experts.**

DPR- Immediate Environment and Distant Subjects:

It would contain events which took place only within the range of this sphere. The following tasks come on force:

- **ENGSO is here** - (targeted promotion in places of maximal concentration of VIP, men of influence),
- **Promotion Material** - (ENGSO Leaflets, Newsletters,....) material for seminars, congresses, round tables, forum of our partners, information and promotion events on European Universities, presentation within the framework of national projects (in cooperation with ENGSO member organizations then to tip, to select projects with a possible fellowship), presentation and participation in the events of EC, EOC, CU .

DPR-Media:

- **Media Plan** (trimestral or occasional **Press Conferences**, monthly news – **press releases** in a selected media focused on the pan-European web pages)
- **Presentation and Campaigns** (public presentation in the framework of selected important events, possibly a separate presentation or a single campaign on various occasions)
- **WWW** (updating of web pages on internet with regard to the manual of the company identity and to the completion of well-tested PR instruments from other PR projects, a cooperation with sports portals for the ENGSO presentation).

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- *This is a draft which has not been consulted in the WG. It concerns an application of a simplified general model on ENGSO (a subjective view).*
 - *This document needs to be discussed and completed (a time consuming).*
 - *It is advisable to establish the extent of partial projects which are to be carried out, including the time schedule, personal and financial resources (in ExCom?, in C&M WG?, combinations?).*

ENGSO Media Presentation Project

A simplified implementation plan of partial projects for 2008/2009

(working paper, March 2009)

1. Starting situation 2008

- There is a current deficit in media presentation
- There is an engagement from behalf of ENGSO to its members to resolve the situation
- A long-term project has not been approved, so far we negotiate a procedure step by step
- It is necessary to do “something” before a complex proceeding would be approved
- The financial and personal resources are limited

2. What is mostly missing, which partial projects may help to resolve the situation immediately?

means applicable universally for all target groups, easily accessible, inexpensive

| | 2008 | 2009 |
|----------------------------------------------------------|-------------|-------------|
| • Newsletter / e-Newsletter | is missing | is running |
| • Folder | is missing | is missing |
| • Occasional or regular press release | is missing | is running |
| • Occasional press conferences (GA, Forum) | partly used | is running |
| • Country Reports | is running | is running |
| ▪ List of experts | is running | is running |
| ▪ E-mail call | partly used | partly used |
| ▪ web pages (www.engso) | partly used | is missing |

3. How would partial projects be implemented

| | 2008-9 | 2009 -10 |
|-------------------------------------|-------------|----------------------------|
| ▪ internally/externally | internally | internally/externally |
| ▪ voluntarily/professionally | voluntarily | voluntarily/professionally |
| ▪ personal responsibility | E.Szantó | |
| ▪ approving procedures, corrections | is running | is running |
| ▪ budget | unused | planned |
| ▪ production of final product | unsteady | systematically |

4. Implementation

- Establishment of targets groups
- Dissemination

5. Evaluation

- To provide feed-back
- To decide about continuation, modification, cancellation.
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6. Assignments for C&M WG