

2013



Media Information Session

Normandie 2014 Organising Committee

Presentation by
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José CARLIN PEREZ, Head of Media LOC



Goteborg, April, 27 2013



2014 Edition

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THE BIGGEST EQUESTRIAN COMPETITION EVER ORGANISED IN FRANCE



THE EVENT IN FIGURES

15 days
of competition

500,000
visitors expected

1,000 **1,000**
horses competitors

A television
audience of **500m**

8 disciplines

1,200 **300**
journalists exhibitors

60 countries
represented

3,000 volunteers



8 DISCIPLINES, 8 WORLD CHAMPIONSHIPS

JUMPING



DRESSAGE



EVENTING



PARA-DRESSAGE

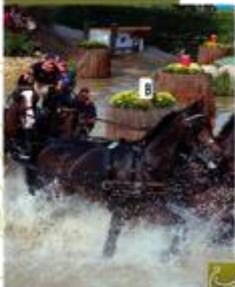


2 DEMONSTRATION
DISCIPLINES WILL
ALSO BE HONOURED

POLO



DRIVING



ENDURANCE



REINING



VAULTING



HORSE-BALL



COMPETITION SITES ARE FINAL



Normandie



The Prairie Racecourse



Zénith

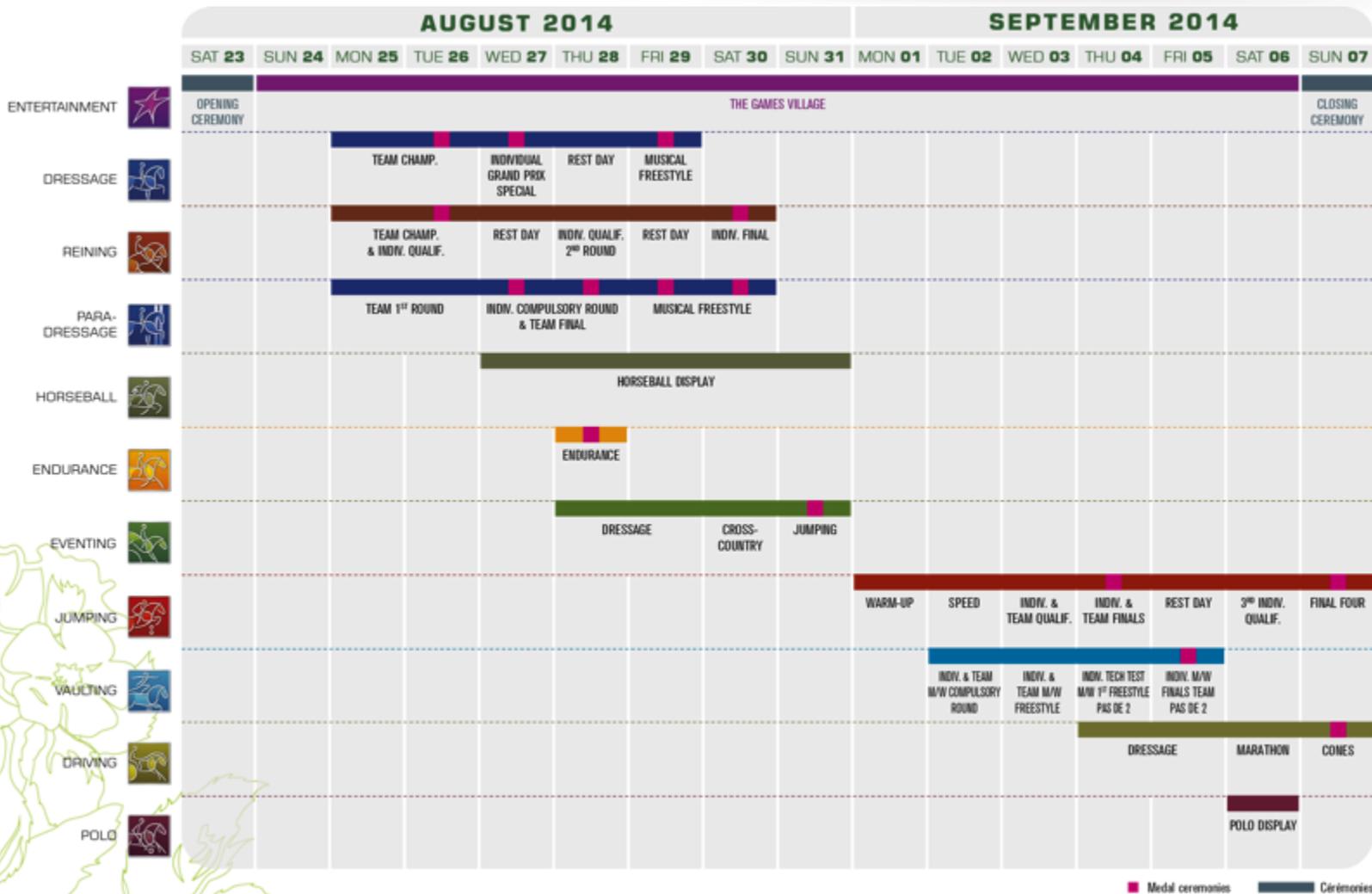


D'Ornano Stadium



Caen

AS IS THE COMPETITION CALENDAR



■ Medal ceremonies ■ Cerimonies

A DEDICATED TEAM OF 50

DIRECTORATE

Administration
Finance

Sports

Operations

Commercial
Marketing
Communication
Events



110 professionals in 2014

8 discipline experts and **1** vet coordinator

100 professionals from the local public authorities and the French Equestrian Federation

Soon **3 000** trained volunteers

2012 IN PICTURES



From left to right:

- FEI seminar, Lausanne, January
- Sport seminar, Haras du Pin, May
- Delegation N2014, London, August
- Announcement of Ouest-France partnership, September

From left to right, September-October:

- Meeting inter-Councils, Caen
- Breakfast Synergia, Caen
- After holiday press conference, Caen
- Sports seminar, Caen

From left to right, November-December:

- FEI's General Meeting, Istanbul
- Partners' Committee, Caen
- Paris Horse Show
- Valérie Fourneyron's visit, Caen

2012 KEY FACTS

1. Sport Team appointed and set-up (8 heads of disciplines and FEI's officials) and procedures of cooperation with FEI
2. Signature of 3 additional partnership agreements: Ouest-France, PMU/Equidia Life, Ekkia...
3. Appointment of the sites Manager and launch of the 14 stages of operational planning
- 4. Finalization of accommodation booking for accredited delegates (booking and fees secured for all 45,000 overnight stays)**
5. Finalisation of the strategy applied to tickets sale and merchandising products
6. Budgetary review for 2012 – 2015. Budgeting and Human Resources plan, version V2
7. Development of communication, launch of E-Club2014; creation of new communication media
8. Test events concept and schedule formalization
- 9. Appointment of sportive grounds providers**
- 10. Setting up an animations mirror schedule and Appointment of the Games' cultural and artistic Adviser**

2013 PERSPECTIVES

Definition of the operational action plan, implication to Sustainable development and Sustainable Development & Innovation Funds governance

Launch of the Games Business Club

Organization of Test Events (Endurance, eventing, driving, reining) and meeting between heads of delegations.

Appointment of the DVM coordinator and selection of the horse transportation expert

10 stages operational scheduling realization

Opening of the Volunteers program

Selection of the Organization Committee's major providers

Prospection and partnerships agreements finalization (Official partners, Official Suppliers and Official Followers)

Choice of hospitality packages official marketing agencies to sell to targeted markets and packages pre-sale to partners

Launch of advertising campaign and tickets sale opening (pre-sale and general public)

Appointment of the Games ceremonies project manager



MAIN MEDIA OPERATIONS STEPS

© CREIN

MAIN MEDIA OPERATIONS MILESTONES 2013

*April 2013: **Appointment of EBU** as the official Hostbroadcaster of the 2014 WEGs*

April 2013: Final choice for the locations dedicated to the Media in each Venue;

*May 2013: **Venue Media organigram** and **Media Volunteers assignment descriptions** completed*

*July-August 2013: General definition of the **Media intranet** ergonomomy*

*October 2013: Accreditation request form ready as well as **Media accomodation bookings***

*November 2013: **World Broadcasters Meeting** in Caen*

*December 2013: Maps of all **Media Centres** completed (including technical aspects)*

*Dec. 2013-Jan. 2014 : Rights Holders **rate card** validation (tbc with HB)*

MAIN MEDIA OPERATIONS MILESTONES 2014

Dec. 2013-Jan. 2014 : Rights Holders **rate card** validation (tbc with HB)

February 2014: **Accreditation process unveiled** as well as the the **Accreditation guide**

March 2014 : **Media guide** writing completed

April 2014: **Transportation services** finalized + **Catering** (shuttles) for the Media

May 2014 : **End of the Accreditation process**

June 2014: **Media Volunteers training** (to be confirmed)

July-August 2014: **Opening** of the **International Media Centre**

MAIN MEDIA FACILITIES WEG 2014

➤ A few figures:

1 International Media Centre

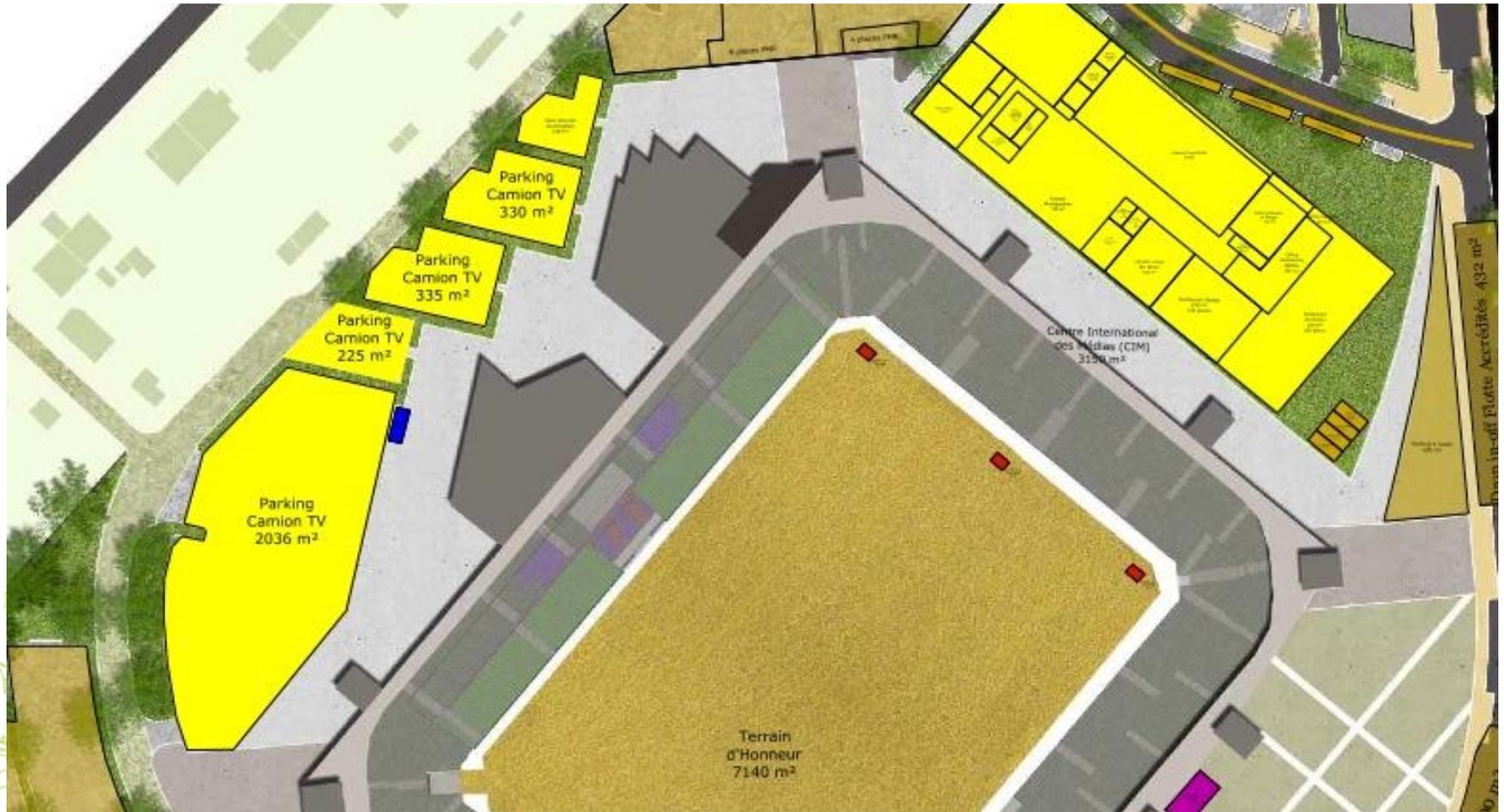
1 International Radiobroadcast Centre

5 Venue Media Centres in :

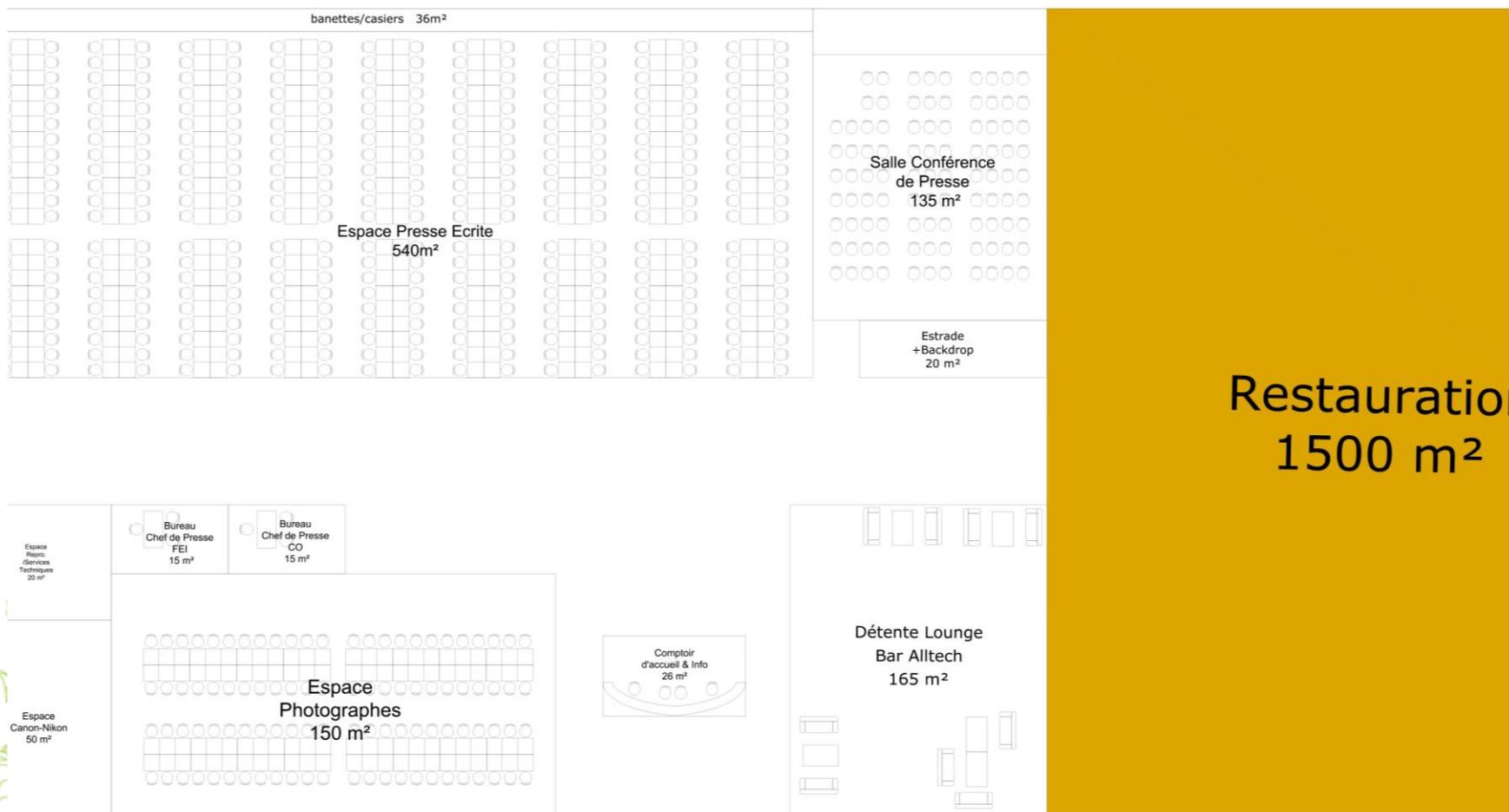
d'Ornano Stadium, La Prairie Hippodrome, the
Parc des Expositions-Zenith, Sartilly & the
Haras National du Pin



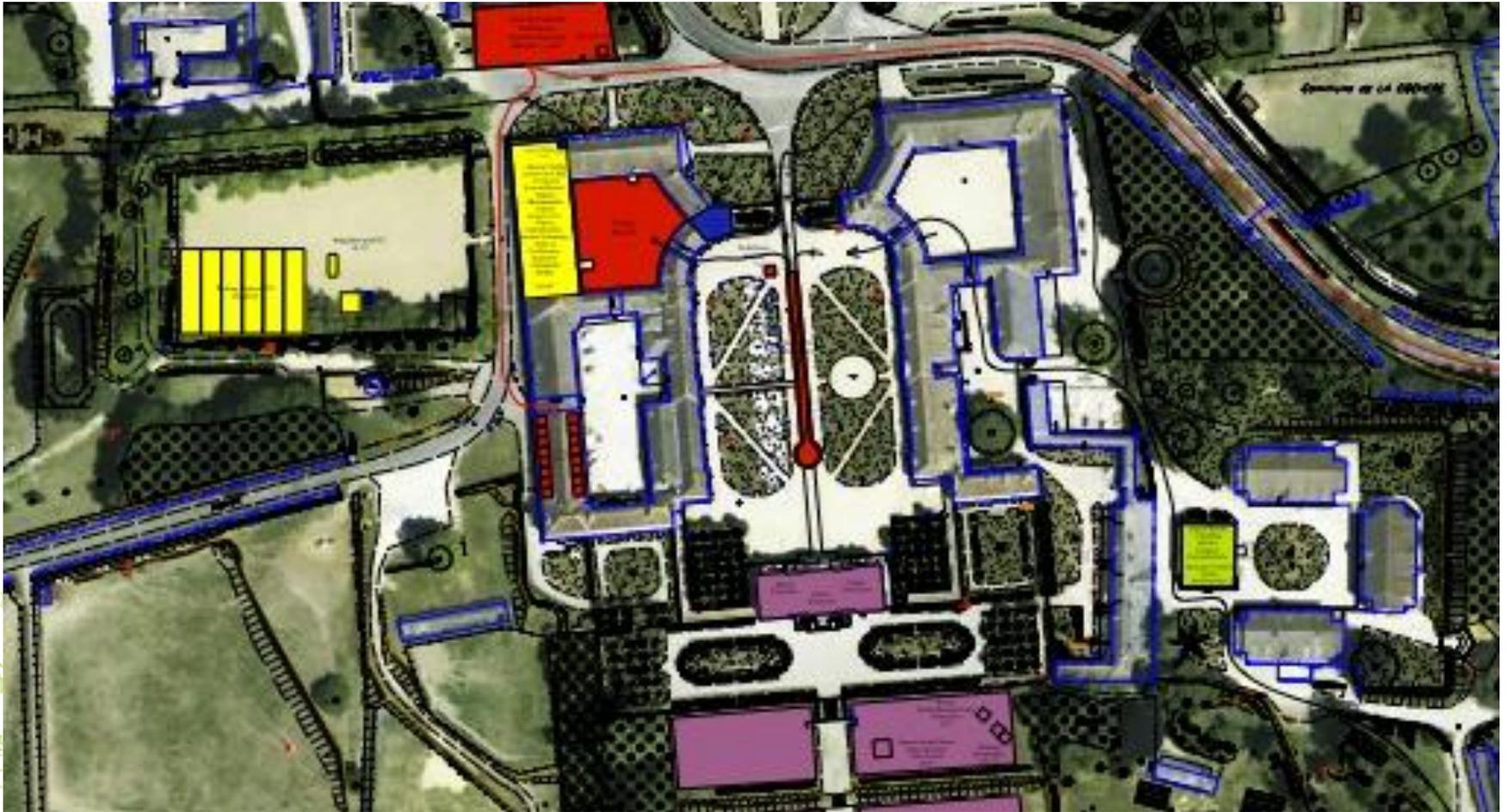
D'ORNANO STADIUM OVERVIEW OF MEDIA FACILITIES



IMC DRAFT APRIL 2013



HARAS NATIONAL DU PIN (OVERVIEW)



VENUE MEDIA CENTER (VMC) HARAS NATIONAL DU PIN





LOGISTICS

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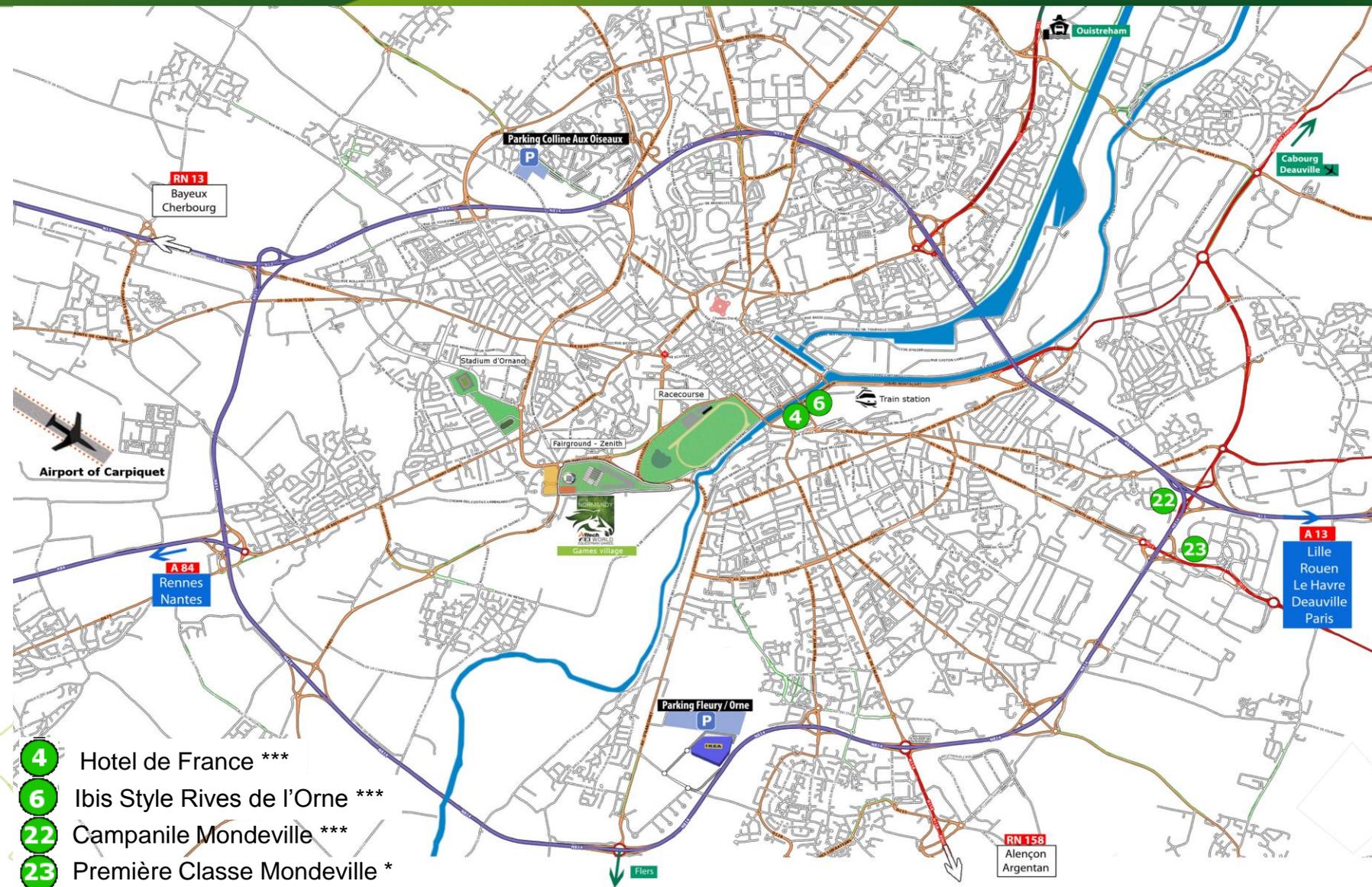
ACCOMMODATION

› Hotels dedicated to medias

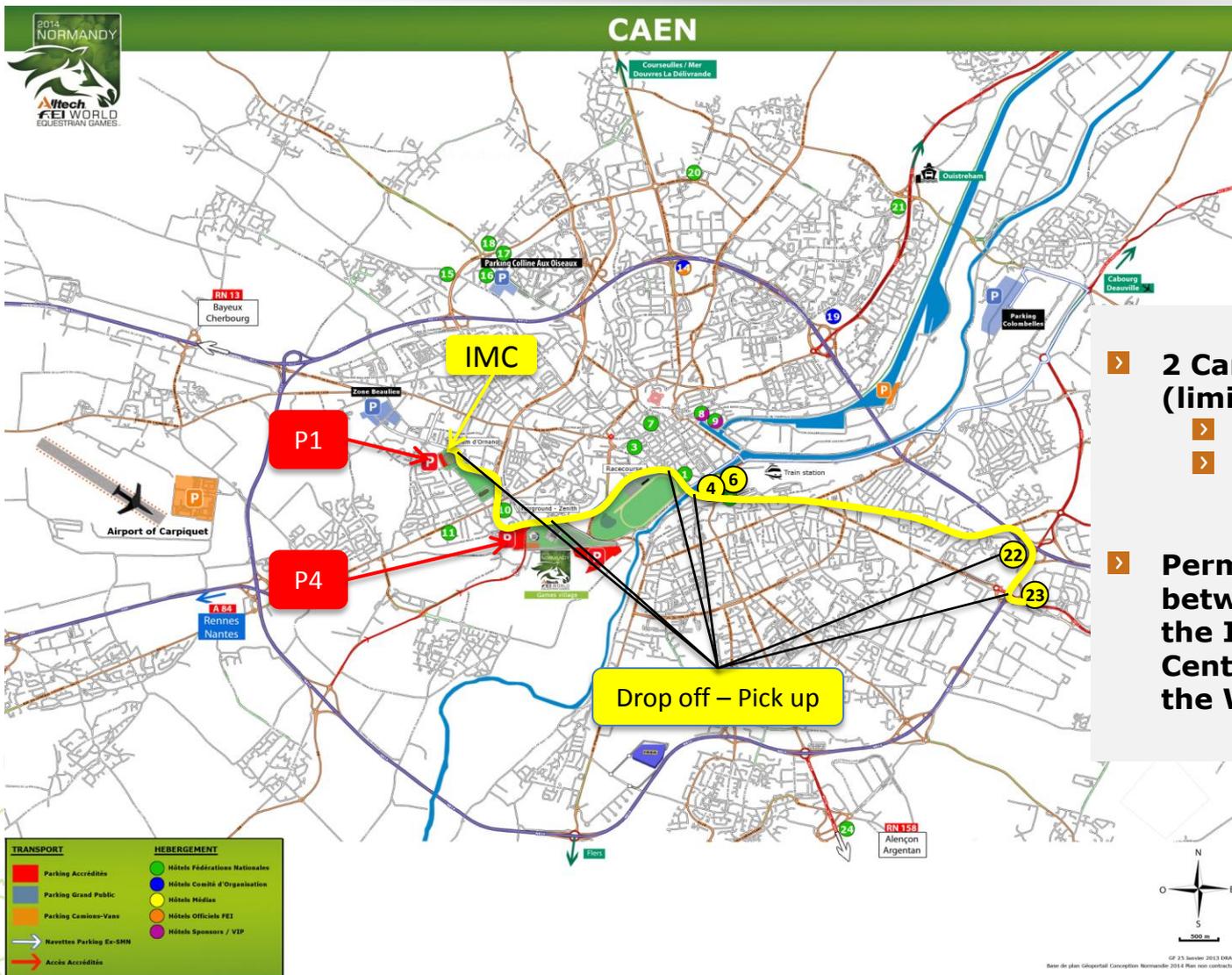
| Hotel | Hotel Category | City | Total of rooms allocated to WEG | Room Category | Allotment per room category | Rate single occupation per room per night, including 1 breakfast |
|-----------------------------|----------------|-------------------|---------------------------------|---------------|-----------------------------|---|
| Ibis styles rives de l'Orne | 3* | Caen | 72 | Standard | 72 | 144 € |
| Hotel de France | 3* | Caen | 25 | Standard | 18 | 98 € |
| | | | | Confort | 5 | 115 € |
| | | | | Triple | 2 | 121 € |
| Campanile Mondeville | 3* | Mondeville - Caen | 40 | Standard | 40 | 101 € |
| Première Classe Mondeville | 1* | Mondeville - Caen | 54 | Standard | 54 | 75 € |
| Total | | | 191 | | | |

- › Room nights before or after event period are “on request” and according to hotel availability
- › Accommodation is managed via MCI France, appointed as the official Housing Bureau for the WEG 2014
- › Additional services: transportation (train tickets, flights, car rental, ...) are possible through the Housing Bureau

ACCOMMODATION MAP



TRANSPORTATION - CAEN



LOGISTIC CONTACTS

Accommodation :



Housing bureau WEG 2014

hotels.normandie2014@mci-group.com

Phone: +33 (0)1 70 39 35 59

Fax: +33 (0)1 53 85 82 83

Additional services :

services.normandie2014@mci-group.com

Organising Committee - Normandy 2014

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MAIN CONTACT

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FROM 23 AUGUST TO 7 SEPTEMBER 2014

Organising Committee Normandie 2014

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14000 CAEN – FRANCE

www.alltechfeiwegnormandy.com



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The Alltech FEI World Equestrian Games™ 2014 in Normandy, an initiative of:

The Lower Normandy Region, the State, the Fonds Éperon, the City of Caen, the Counties of Calvados, Manche and Orne,
the Agglomeration Community of Caen la mer, the Upper Normandy Region,
the National Olympic and French Sports Comité and the French Equestrian Federation.