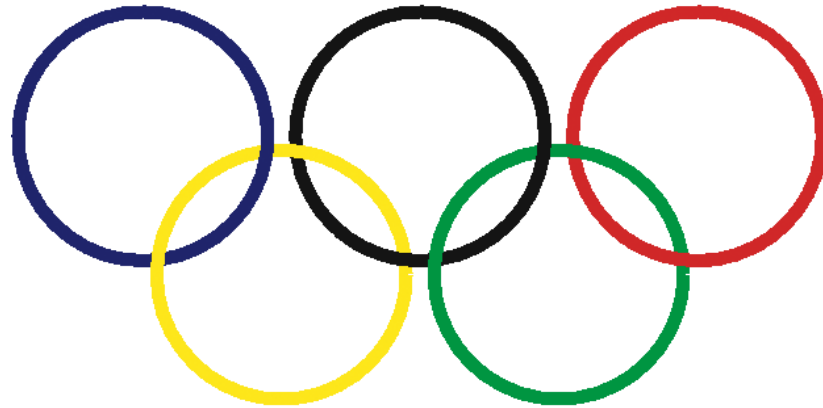


# Modern venue production

Kjell-Erik Kristiansen

Olympic- og WCH-announcer

# Olympic Winter Games



- 1994 Lillehammer/Birkebeinern skistadion
- 2002 Salt Lake City/Soldier Hollow
- 2006 Torino/Pragelato + Pragelato Plan

# World Championships skiing

- 1993 Falun (SWE)
- 1997 Trondheim (NOR)
- 1999 Ramsau am Dachstein (AUT)
- 2001 Lahti (FIN)
- 2003 Val di Fiemme (ITA)
- 2005 Obertdorf (GER)
- 2007 Sapporo (JPN)

Junior-WCH skiing:

2004 Stryn (NOR)



# WCH other sports



- Biathlon:
- 2000 Holmenkollen (NOR)
- 2002 Holmenkollen (NOR)
- 2007 Antholz-Anterselva (ITA)
- Skiflying:
- 2000 Vikersund (NOR)
- Handball:
- 1993 Dame-VM, Oslo (NOR)
- Orienteering:
- 2003 Rapperswil-Jona (SUI)
- 2004 Västerås (SWE)
- Cycling:
- 2005 Mountainbike marathon, Lillehammer (NOR)

# What is venueproduction...?



- The overall experience:
- Competitions
- Show/entertainment
- Sound
- Videoboard
- Announcers
- Drama
- Hero(s)
- Friends, family
- Having a great time



# Why a venueproduction...?

- People harder to get out
- Increased competition
- New technique
- **It must be a greater experience to be on-site than to sit at home...**
- Higher expectations
- Sport haven't followed the the development of other parts of the daily life
- More people involved



# Elements in a venueproduction

- The Venue Producer
- Announcer(s)
- Daily schedules for the event
- Videoboard
- Sound-systems/technique
- Communications
- Pre-program/after-program
- Venue lay-out, competitions lay-out/rules



# Important issues for succes

- Start preparations in time
- Put venueproduction on the budget from the start
- Consult the experts
- Make a specific plan for how you want your event to be done
- Communicate with the TV- and press, use all your channels
- Invite audience if you need
- Make the venue lay-out right
- Go through the sport and see what can be better...





# CISM - something special



- Exotic and new sports for many
- Ceremonies that impresses civilians
- Drama that people don't know about
- High international standard
- **Friendships through sport**
- Perfect for good photos and TV-pictures
- Must be presented in a professional way
- Audience must have access
- Pre-produced material can increase the understanding of the sports
- Co-operation with civil sport can give more spectators and a greater event

# What we want...



# A good announcer...



Catch the drama

Enthusiastic

Quick decisions, good overview

Detailed/serious

A team-worker

Respect for the audience

All jobs of the same importance

Good language-skills

A good actor

Humor



# Limting factors...

- We have never done it before
- Work for "long and good service"
- Fear for extra costs
- Little understanding for news
- 100 % thinking of sport
- People comming anyway...
- Old bosses, generation-difficulties
- No understanding for team-work
- No priority for the venue and the audience in the preparations
- Too few professional experts



# Why are we not better...?



Unsure, no support from international federations  
Development requires all-year-work, not only weekends  
"Saving us poor", not money for venue productions  
Volunteers can not do all works in a modern event  
Sport must learn from the business-life...