



*The case study project: The World Championships of Naval Pentathlon in Finland in 2007*

# SIX STEPS TO SUCCESS

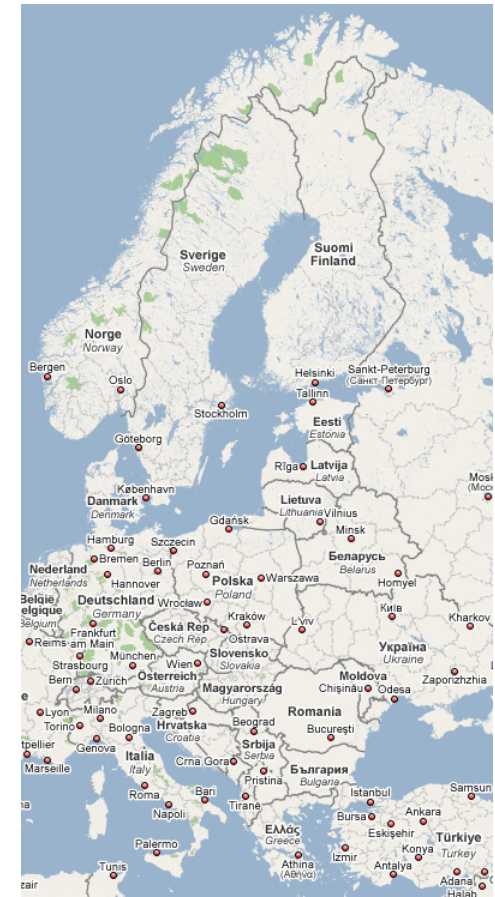
The presentation is based on examining the events bound to the timeline on the basis of actual products and critical points





# Gulf of Finland Naval Command

- Strong to the sea





# Communications planning (18 months before the championships)

- Setting the objectives for communications (set by the championships management group)
- National visibility in the television and the print media
- International visibility in the Internet (the most important communications channel)
- Objectives: Increasing the general awareness of the sport, enforcing the reputation of the Navy as a reliable institution

## Defining the target groups

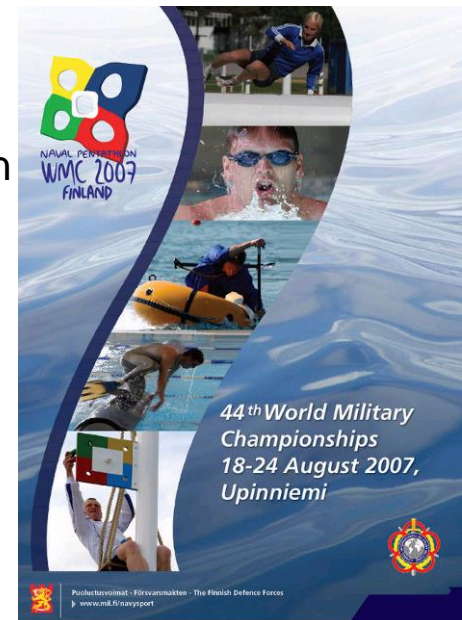
- **The core:** Athletes, teams and the championships organization
- **The inner circle:** The Navy, the Defence Forces and partners
- **The outer circle:** The residents of the near-by areas, Finnish citizens

The communications plan needs to be as detailed as possible

The responsibilities have been divided to persons

The products are defined and tied to a schedule

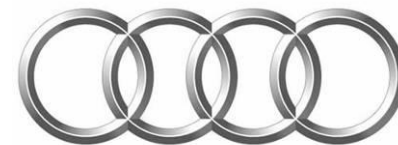
Defining the most important media





# Gathering resources (12 months before the championships)

- Keeping the management informed
  - Crucial for realising the products and getting financing
- Financial resources
  - The championships budget was not sufficient for realising all the products
  - Additional funds were gathered from enterprises or the price of the products was decreased with sponsorship agreements

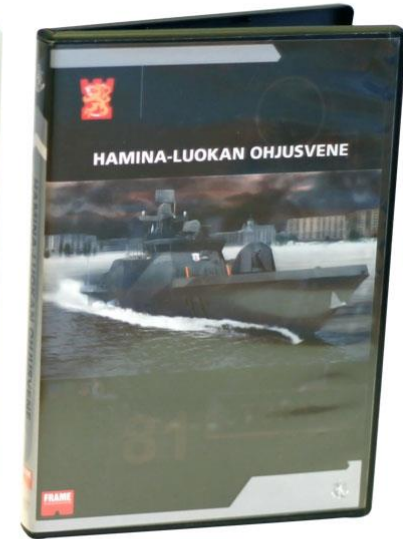




# Recruiting communications partners

(12 months before the championships)

- Production plans
- Realising the products with the help of professionals
- Schedule management

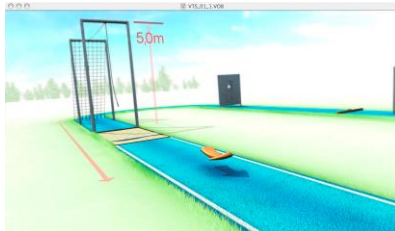




# Event marketing

(12 months before the championships to last day of WMC)

- **Active "footwork"**, networking, making good use of existing relationships
- Ensuring the commitment of the **key persons** and media
- Distributing the products to the target groups in a timely manner
- **Keeping the media informed** about the event before the championships and during them

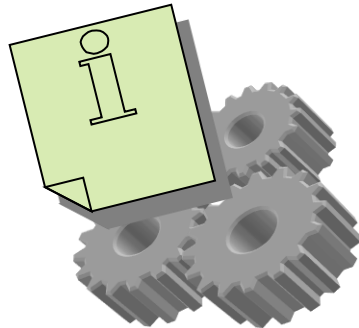




# Coaching the communications team

(6 months before the championships)

- Keeping the team **motivated** and committed
- Brushing up the knowledge, skills and **tools**



TAPAHTUMAKALENTERI

	PVA:006								PVA:008
	KE 15.A.	PE 17.A.	LA 18.A.	SO 19.A.	MA 20.A.	TI 21.A.	KE 22.A.	TO 23.A.	PE 24.A.
		URINNOSTO OIKO	06.00 KÄÖP:3000	05.55 KÄÖP:3000	06.30 KÄÖP:3000	06.30 KÄÖP:3000	06.30 KÄÖP:3000	06.15 KÄÖP:3000	06.50 KÄÖP:3000
06.00-06.00 AMMUNTA	05.30-11.00 SÄHKÖPOSTI PARAT	06.00-06.30 CISM TÄYRYKSET	06.00-06.30 HARJOITUS TULI	06.00-06.30 PÖYKÄKOKOUS	06.30-12.30 ESTERIT	06.30-12.30 PE-RIIHI	12.00-15.00 HARJOITUS	07.00-07.55 KORIKAMA	06.50-09.30 SÄHKÖPOSTI TUNTELIT
11.00-13.00 LÖYRÄS	12.30-16.00 JÄRKYSTE LYT	11.00 - 13.00 KOKO KÄÖP: JOKO	11.30 - 13.00 HARJOITUS TULI	11.00 - 12.00 KOKO KÄÖP: JOKO	11.30 - 12.00 KOKO KÄÖP: JOKO	12.30 - 13.00 KOKO KÄÖP: JOKO	13.00 - 13.00 KOKO KÄÖP: JOKO	14.00-16.00 KOKO KÄÖP: JOKO	16.00-17.00 KOKO KÄÖP: JOKO
17.00-19.00 PARVALL			17.00 - 17.30 HARJOITUS TULI	17.00 - 17.30 KOKO KÄÖP: JOKO	17.30 - 18.00 KOKO KÄÖP: JOKO	17.30 - 18.00 KOKO KÄÖP: JOKO	18.00 - 18.55 ESTERIT	18.00-18.00 KOKO KÄÖP: JOKO	18.00-18.00 KOKO KÄÖP: JOKO
			18.00 TYÖPÖYRYT	18.00 PÖYKÄKOKOUS	18.00 PÖYKÄKOKOUS	18.00 PÖYKÄKOKOUS	18.30 PÖYKÄKOKOUS	18.30 PÖYKÄKOKOUS	18.30 PÖYKÄKOKOUS



Ltn.Sr.Gr. Pasi Leskinen, Defence Command Finland

3. syyskuu 2018



# Realising the event

- Realising the communications plan
- Information Centre completed
- Teams:
  - Manager and media contact (1 person),
  - still-photographing (1+ 3 persons),
  - video shooting (1+ 2 persons),
  - the Internet editor (1 person),
  - the bulletin editor (1 person),
  - reserve (1 person)

Total:

**11 persons (5 conscript)**

- A separate team was formed for public relations

**The media team thanks all the organisers and athletes for a great championship!**







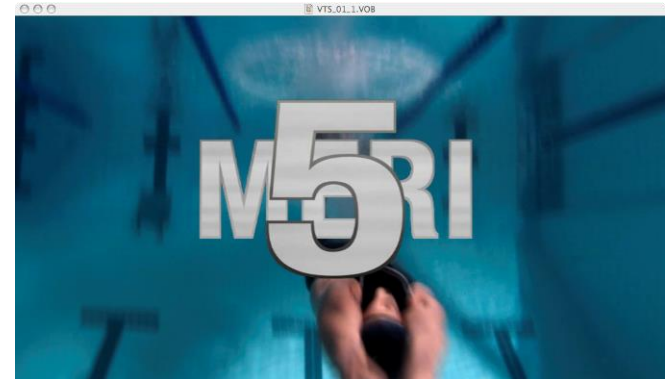
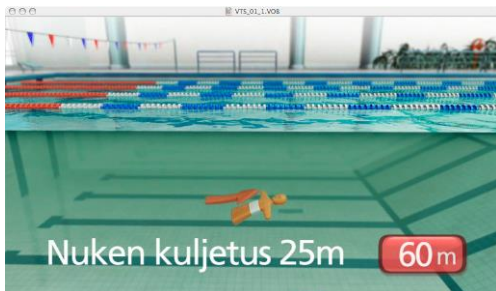
Before WMC

# Conclusion

The largest media coverage ever in the WMC held in Finland  
Examples of communications products

## Navy Pentathlon document 30 min

- National TV 2: 117 000 viewers
- broadcast contract for 4 repeats
- Also English version





Before WMC

## 1) Finland's promotion DVD

- Slideshow with music
- 1,5 year before WMC
- 25 copies for potential competition teams

1)

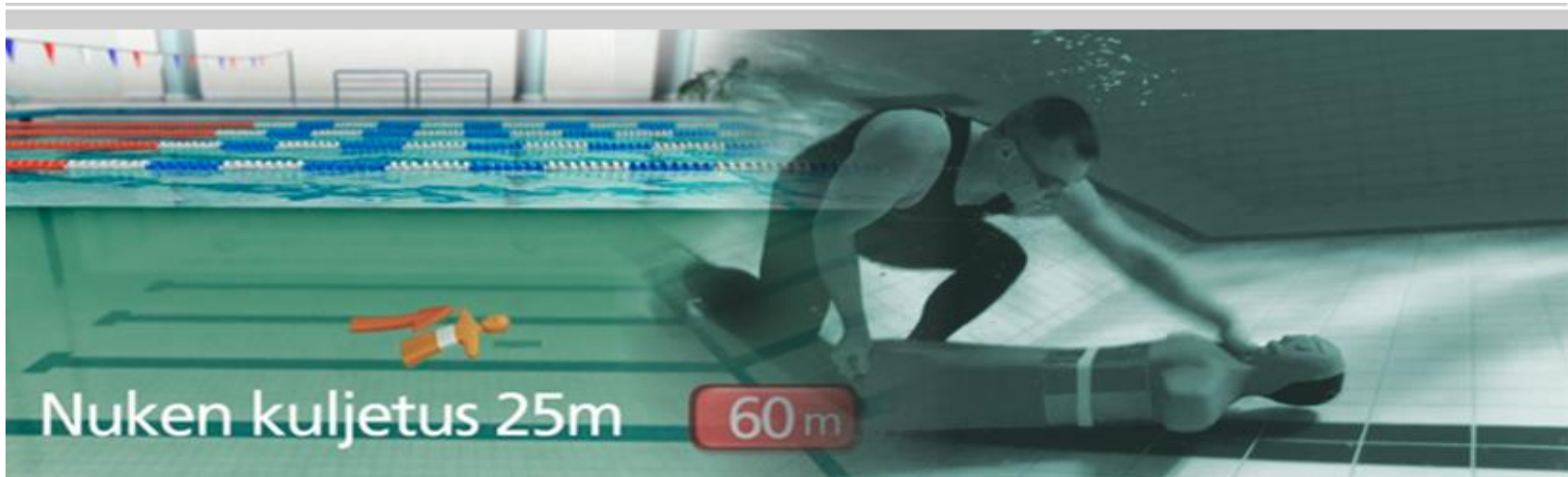


2)



## 2) Naval Pentathlon promotion DVD 6 min

- Finnish and English version
- Downloadable from CISM web page
- 300 copies for promotion
- 3D animation made by conscripts





Before WMC

## “Title song” and music video of the Championship

- Singer famous entertainer in Finland Mikko Leppilampi
- Composer: Leri Leskinen, (my cousin)
- 2000 copies for promotion use
- Ringtone
- extra product: Competition fanfare



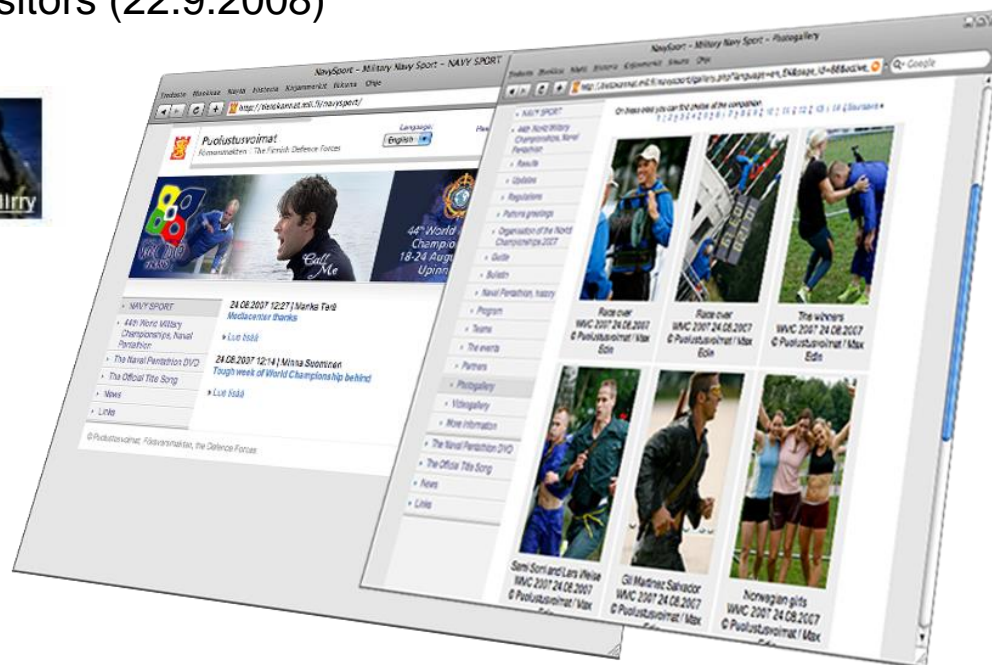


## Web pages

Before WMC

- Banner in the front page of Military Internet several months before WMC [www.mil.fi](http://www.mil.fi)
- One week before: main banner in the "head page"
- 36 news reports, 126 pictures, 18 video clips
- 150 000 unique visitors (22.9.2008)

- NAVY SPORT
- 44th World Military Championships, Naval Pentathlon
  - Results
  - Updates
  - Regulations
  - Patrons greetings
- Organisation of the World Championships 2007
- Guide
- Bulletin
- Naval Pentathlon, history
- Program
- Teams
- The events
- Partners
- Photogallery
- Videogallery
- More information
- The Naval Pentathlon DVD
- The Official Title Song
- News
- Links

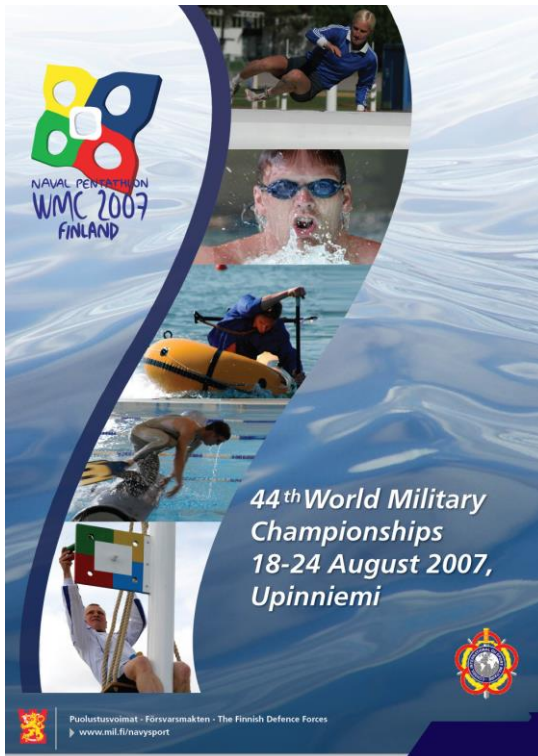




Before WMC

## Printed products and other PR

- Postcards, posters, information handbook, etc
- Made by professionals, high quality





## Other notable issues

Before WMC

- Press releases,
- Press conferences
- Direct personal contacts to electronic media in Finland – special effort

**LÄNSIVÄYLÄ**

Kymen  Sanomat

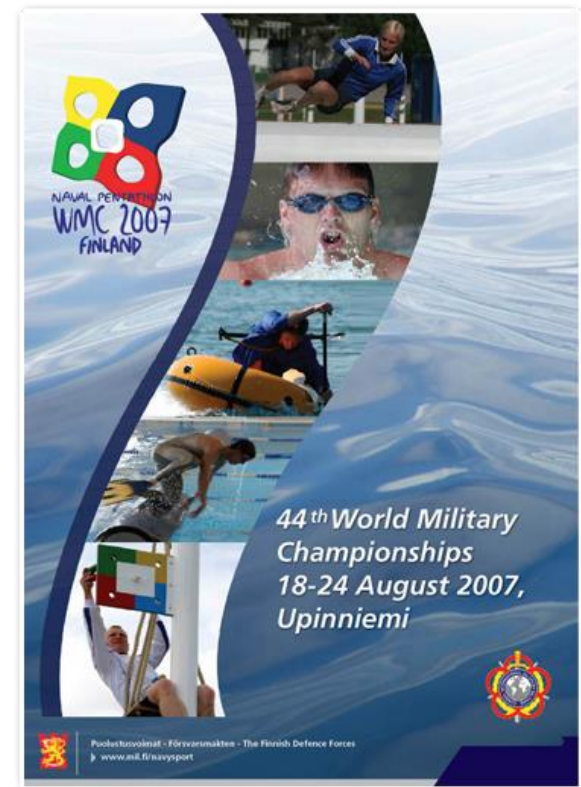
**ILTA-SANOMAT**

**Kirkkonummen Sanomat**

**Turun Sanomat**

**MEDI UUTISET**

**VÄSTRA NYLAND**





During WMC

## Sport news in Finnish national TV 1, TV 2, TV 3, TV 4

- Approx 3 million viewers altogether



## Results in national teletext sport daily whole week



## Finnish Sport Channel

- Sport presentation several times
- Results, news several times
- Interviews



URHEILUKANAVA



## Daily ONLINE results service in the web pages

### Seamanship race 22.8.



Men:	<a href="#">Official results</a>	<a href="#">Live</a>	<a href="#">Points</a>	<a href="#">Team</a>
Women:	<a href="#">Official results</a>	<a href="#">Live</a>	<a href="#">Points</a>	<a href="#">Team</a>
Ad Libitum Men:	<a href="#">Official results</a>	<a href="#">Live</a>	<a href="#">Points</a>	
Ad Libitum Women:	<a href="#">Official results</a>	<a href="#">Live</a>	<a href="#">Points</a>	

### Updates:

- Official final results added 13:04!
- Official results and team results after Seamanship Race added 22.8. 18:45
- Seamanship Race will be continued at 12:40 (Updated 11:29)
- Seamanship Race delayed due to bad weather





During WMC

## Service for teams, VIP's, and sponsors

- Photo slide show at CISM club (over 100 pictures)
- Photo exhibition at the canteen, vote for the best picture of the day







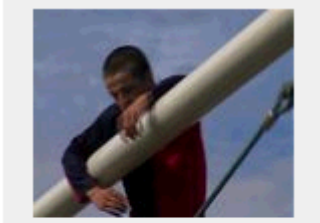
During WMC

## Service for teams, VIP's, and sponsors

- Daily bulletin and news on the web, including video clips
- Daily video clips of the events and winners,



Sunday events.wmv  
Lataa video  
(00:01:11 / 1.1 Mb)



Winners from the mens obstacle race  
Lataa video  
(00:16 / 18.00 Mb)



Official fanfare  
Lataa video  
(0:00.32 / 5.10 Mb)

The collage features several 'Bulletin' pages with the following content:

- Sunday 19.8.2007:** News about the arrival of team South Africa, mentioning their positive attitudes and the presence of their families.
- Monday 20.8.2007:** Weather forecast for Monday (Max temp: +19, Min: +12, Wind: 21km/h) and Tuesday (Max temp: +21, Min: +15, Wind: 15-24km/h).
- Tuesday 21.8.2007:** News about the Secretary General's visit, stating 'The Secretary General must have all wives in hand'.
- Wednesday 22.8.2007:** News about the arrival of the competition, mentioning the 'Welcome to Finland!' message.
- Thursday 23.8.2007:** Weather forecast for Thursday (Max temp: +22, Min: +16, Wind: 18-25km/h).
- Friday 24.8.2007:** Weather forecast for Friday (Max temp: +22, Min: +16, Wind: 18-25km/h).
- Saturday 25.8.2007:** Weather forecast for Saturday (Max temp: +20, Min: +14, Wind: 4-8 m/s).
- Sunday 26.8.2007:** Weather forecast for Sunday (Max temp: +20, Min: +14, Wind: 4-8 m/s).
- Today's menu (17:00-19:00):** Turkey and Root Vegetable Soup, Creamy Potatoes, Gratin with reindeer, Fresh Salad, Whipped Black Currant pudding.
- Supper 20:00-21:00:** Baked Cold cuts, Yogurt, Tomatoes, Coffee, Tea, Hot Chocolate.



During WMC

## Services for teams, VIP's and sponsors

- Presentation program for guests and VIP's
- CISM club program for teams
- Online registration



The Canteen  
A central meeting point

...quite a carousel compared to normal...  
...Canteen chief Ralli Pursi...  
...Championships Hall have...  
...years at Canteen of which...  
...volunteers. During the first...  
...tion day at Monday already...  
...hours before closing the normal...  
...ent of customers had visited the...  
...en.

...in Italy tested Canteens pizza-menu...  
...Friday evening and the result was...  
...very good!" "International custom-...  
...ers give our service new challenges,"...  
...Pursi continues, "with English and...  
...smiling service we'll manage well!"



## Top level international speaker

- Kjell-Erik Kristiansen



# REASON FOR SUCCESS

## 1) Sponsorship succeeded – almost 100 000 euros

- documentary, music video, CISM club etc
- Personal contacts
- Hard work and good luck

## 2) Preplanning

- All plans were ready 8-12 months before

## 3) Professionalism

- Experienced communication organization
- Use of skilled and competent personnel
- Motivated and skilled conscripts

## 4) Great support from the director of the Championships

**Friedship Trough Sport  
- Mission completed**



## Sami's Nerves Held

Finnish Sami Sorri had to fight for his sixth World Championship gold in Naval Pentathlon in Upinniemi. - Back then, the first gold felt exceptional, but winning here in Finland is definitely the next best thing, says Sami in between the congratulations that are flooding in.

It wasn't self-evident though. There were some dramatic moments in the first three events. On the obstacle course on the opening day, Sami momentarily lost his balance and in the utility swimming race the weapon fell into the water instead of onto the side of the pool.

- The first events went terribly. It was no choice but to pull myself together. My family's support is very important.

### A Dream Came True

- This was my dream. Everything went exactly right, the new World Champion in Naval Pentathlon, Pyrylä-Sassi says happily. She has five years of experience from already silver behind her. Swimming the first time is more of a challenge. - I have been learning for five years before I used to swim with a weight on the bottom, she says. - Touching home was a great feeling. Winning at home was a fact that she is in great luck. The Petty Officer 1st Class Sorri says that he will take time off to thank her employer for the gold.

