



Communication Seminar & LOC

Wednesday April 3rd - Rome, Italy



PROGRAMME OF THE DAY

09:15 – 09:20	Welcome/Intro	Fabio Guadagnini & Marco Sicari
09:20 – 09:50	Communication, Promotion, Ticketing	Fabio Guadagnini
09:50– 10:20	Venue Logistics Overview	Sara Mei
10:20 – 10:35	TV Media Facilities & Ops	Elena Pinardi
10:35 – 10:50	The Village & Medal Plaza	John Bard
10:50 -11:00	Volunteers Programme	Federica Gioacchini
11:00 – 11:15	Coffee Break	-
11.15 – 11:30	OOH & Promotions	Costantino Ulisse
11:30	Official Merchandising	Enrico Arese



atletica
italiana

WELCOME INTRO

Fabio
GUADAGNINI

Marco
SICARI

VISION:

“Become an excellent benchmark in the world of athletics, Uniting cultures and nations under the spotlight of the Olympic Stadium, Placing Rome among the top destinations in a unique context ”

MISSION:

“Providing an extraordinary experience for athletes and fans through impeccable organisation, in a safe and inclusive environment. Creating an unforgettable event through a combination of memorable experience, high-level competitions, collective commitment, with an innovation and sustainability-oriented approach. Promoting values such as fair play, excellence and cooperation.”

VALUES:

Excellence: encouraging dedication, determination and the innovation

Teamwork: all together, united in passion, for the athletic and sport

Respect: for athletes, fans, the community, ensuring a unique, fair and safe event

COMMS SLOGANS

Emotion In Motion

Emotion in Motion
#EmotionInMotion2024

Generation Roma 2024

2024 Generation
#GenerationRoma2024

5 GOALS ...TOGETHER WE WIN

- **PARTICIPATION** Goal → "Packed stadium" for all days, with a minimum of 40,000 spectators per day/session (full stadium capacity).
- **REPUTATION & LEGACY** Generating enthusiasm in Rome and Italy and Legacy for city, country, and Italian athletics.
- **MEMORABLE EXPERIENCE** for significant growth and interest in athletics for Rome and Italy. We will make the Foro Italico the top destination for the world of athletics.
- **MEMBERSHIP & ENGAGEMENT** for the participants, sponsors, all partners, athletes, and volunteers.
- **MOVING FOR THE FUTURE** involving the new generations, with initiatives aimed at innovation, participation, sustainability and well-being.



STAKEHOLDERS MAP



3 Editions
of European Athletics
Championships in Italy:
Turin 1934, Rome 1974,
Rome 2024

729 Mio of TV viewers
audience reached during the
European Athletics
Championships in Munich 2022

11 Total competition
sessions
5 in the morning , 6 in the evening

372,5M
Total hours viewed

49 European
Federation
Admitted to the competition

19 Rounds
Around the «Stadio dei
Marmi» and the «Piazza della
Fontana del Globo» in the
20km march route

56 Countries
Reached from network
EBU/Eurovision

1568 Athletes
Preliminary list entries

141 Medals
They will be awarded in the
47 finals scheduled for Rome
2024

45 Gold Medals
Wins by Italian athletes at the
European Athletics Championships
(outdoor editions)

ROMA 2024 IN NUMBERS

COMMUNICATION, NEXT STEPS

Yesterday Your Sport For Life Project Launch **Today** Communication Manager Seminar

April 5 Milan Running Festival – Live Presentation/Event

April 14-17 Italy relay team meeting at Stadio dei Marmi - Media coverage on Roma 2024 channels & partners

April 14 Special Feature on «Il Sole 24 Ore»

April 18 Milestone 50 days to go - Briefing with Intl Press based in Rome (tbd)

May 7 Milestone 1 month to go – Press Conference @ Stadio Olimpico with the Medals presentation

May 18 Special Event (tbc)

June 6 Presentation Press Conference

June 13 Closing Press Conference

MILESTONES Road to Rome 2024

Storytelling of the most important marketing activities & events related to Rome2024.

- Launch Press Conference (-110)
- Mascotte presentation (-100)
- Half Marathon path (-80)
- Press Conference with National and International Media (-60)
- Video Mapping Show - Teasing Launch (-50)
- Medals presentation (-30)
- Italia team presentation (-7)
- Press Conference, Eve of the Event



18 LOCAL EVENTS WITH ROME 2024 MEDIA PRESENCE

- **21 January** Corsa di Miguel **(Rome)**
- **3 February** **Italia vs Inghilterra (Rome, Six Nations Rugby)**
- **4 February** Maratona della Maga Circe **(Circeo)**
- **11 February** Corri Fregene **(Fregene, Rome)**
- **25 February** Trofeo Città di Ladispoli **(Ladispoli, Rome)**
- **3 March** Roma-Ostia Half Marathon **(Rome)**
- **9 March** **Italia vs Scozia (Rome, Six Nations Rugby)**
- **17 March** Maratona di Roma **(Rome)**
- **April** «Gara del Miglio» Via del Corso, Roma **(Rome)**
- **7 April** **Run for Autism (Rome)**
- **21 April** **Rome Birthday («Natale di Roma») (Rome)**
- **April** Regional Outdoor Championships **(Lazio)**
- **April** Roma Sprint Festival **(Rome)**
- **6-19 May** «Internazionali BNL d'Italia» **(Rome)**
- **9 May** **Race for the Cure (Rome)**
- **23 May** **Piazza di Siena (Rome)**
- **26 May** **Giro d'Italia (Rome – Arrival)**
- **May** Meeting "gala Marmi" **(Rome)**



14 NATIONAL EVENTS WITH ROME 2024 MEDIA PRESENCE

- **November 2023** Italian Marathon Championship (**Verona**)
- **20 January 2024** Indoor Youth meeting (**Ancona**)
- **3 - 4 February** Italian U18 Indoor Championships (**Ancona**)
- **3 - 4 February** Italian U20 indoor Championships (**Ancona**)
- **10 - 11 February** Italian U23 indoor Championships (**Ancona**)
- **17 - 18 February** Italian Championships (**Ancona**)
- **February** Italian Long Throws Championships. (...)
- **March 2024** Meeting "Ai confini delle marche" U16 (**Ancona**)
- **March 2024** Italian Combine events indoor Championships (**Padova**)
- **March 2024** Italian cross country championships (...)
- **April 7** Milan Marathon (**Milan**)
- **April 2024** Meeting Savona (**Savona**)
- **May 2024** Firenze Sprint Festival. (**Firenze**)
- **May 2024** Brixia Meeting (**Bressanone**)



12 INTERNATIONAL EVENTS WE TARGET

- **1 March** Sponsors Workshop al Foro Italico (**Rome**)
- **March** World Athletics Indoor Championships (**Glasgow**)
- **March** International Event (**ITA-FRA-GER-ESP - TBD**)
- **23 – 26 March** Medical and Antidoping Commission (**Rome**)
- **2 – 4 April** Communication Manager's Seminar (**Rome**)
- **7 April** **Paris Marathon** (**Paris**)
- **7 April** Generali **Berlin Half Marathon** (**Berlin**)
- **19-21 April** Council Meeting (**Rome**)
- **21 April** Tcs London Marathon (**London**)
- **June** Young Leaders Project (**Rome - TBD**)
- **February - March** Rugby Six Nations 2 matches (**Stadio Olimpico - Rome**)
- **6-19 May** IBI International Tennis Tournament (**Foro Italico - Rome**)

CONTENTS

Communication Pillars

1. Emotion In Motion.

Bringing the emotion of athletics on social through videos and highlights of the best athletes who will take part in Rome2024. «Emotion in Motion» aims to be a celebration of dynamism, movement and beauty of this sport.

2. Ticketing Campaign.

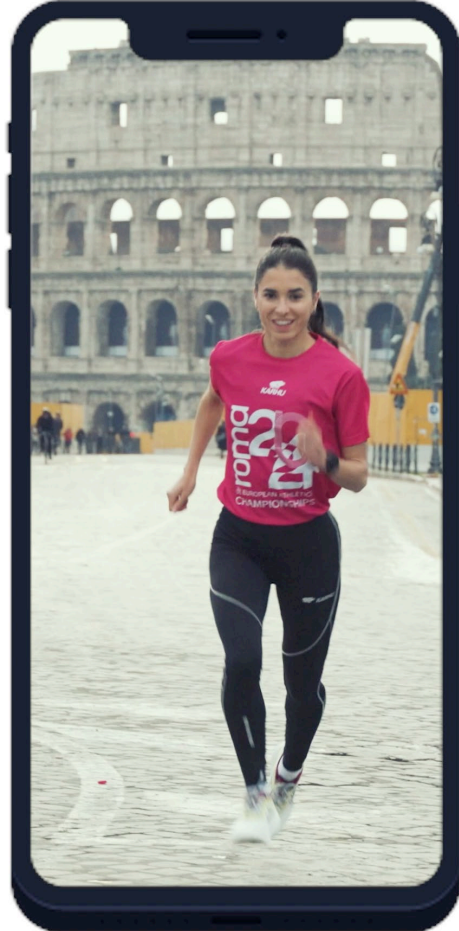
It is crucial to establish effective campaigns in order to bring people on-site and make them part of one of the most iconic experience of 2024. Through a solid collaboration with Vivaticket, we are planning to activate a variety of campaigns and discounts for fans.


3. GenerationRome2024.


The fans will have the chance to discover curiosities about their heroes and to watch backstage moments, Through funny formats and social interviews, they will have the chance to know better this new generation, ready to write the next chapter of the European Athletics!



@thefashionjogger









@thefashionjogger

Digital creator


No follow/unfollow activity



2.335.439
Followers



101.570
Avg likes




1.108
Avg comments

4,4%

Engagement Rate

2.70% higher than the average of similar profiles

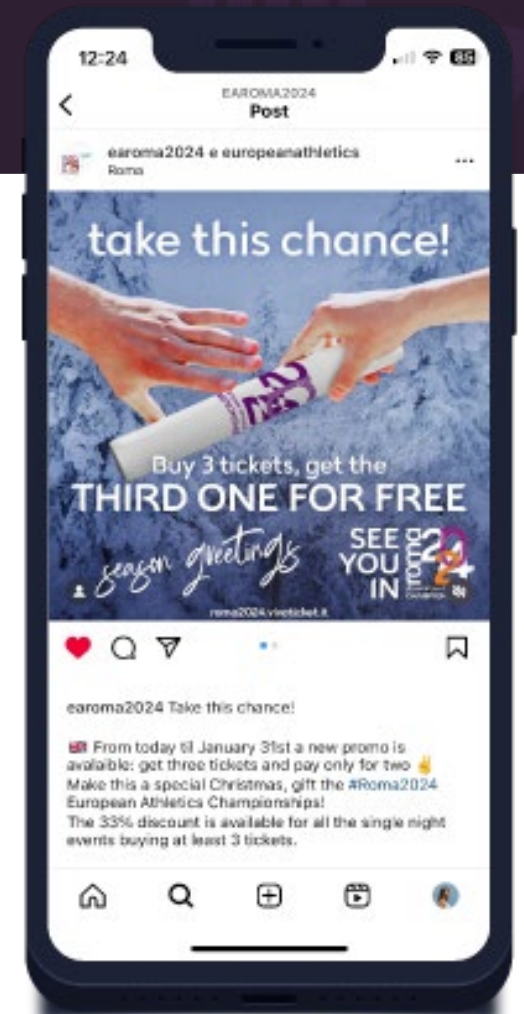


TICKETING CAMPAIGN

Vivaticket Spa has been identified as the provider of ticketing services.

As the event's exclusive ticketing provider, Vivaticket will manage the ticketing and subscription system on online channels and at points of sale.

NSA is the Agency supporting in ticketing strategy.



TICKETING SALES

Starting date: ongoing

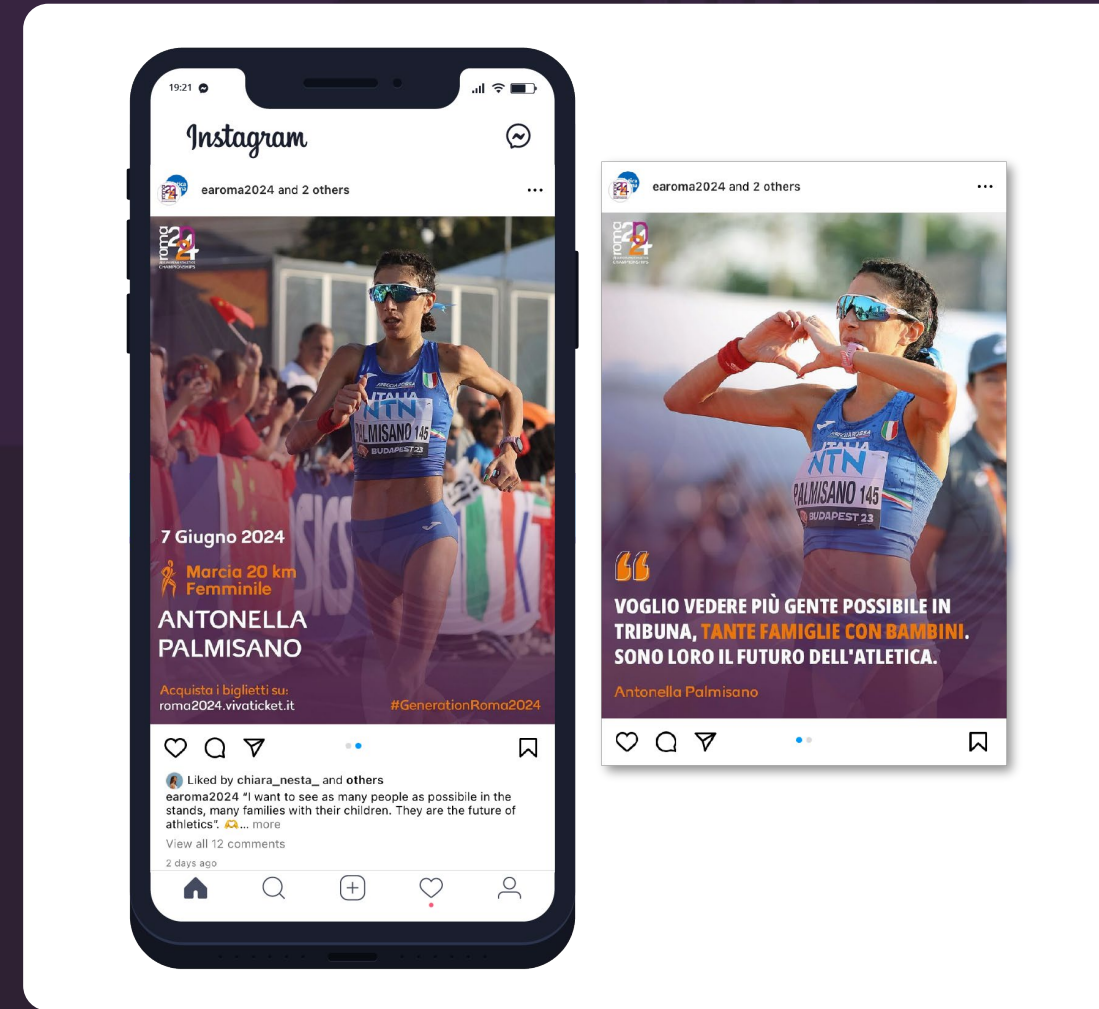
Frequency: 1 post a week

Content: Ticketing Static Graphics

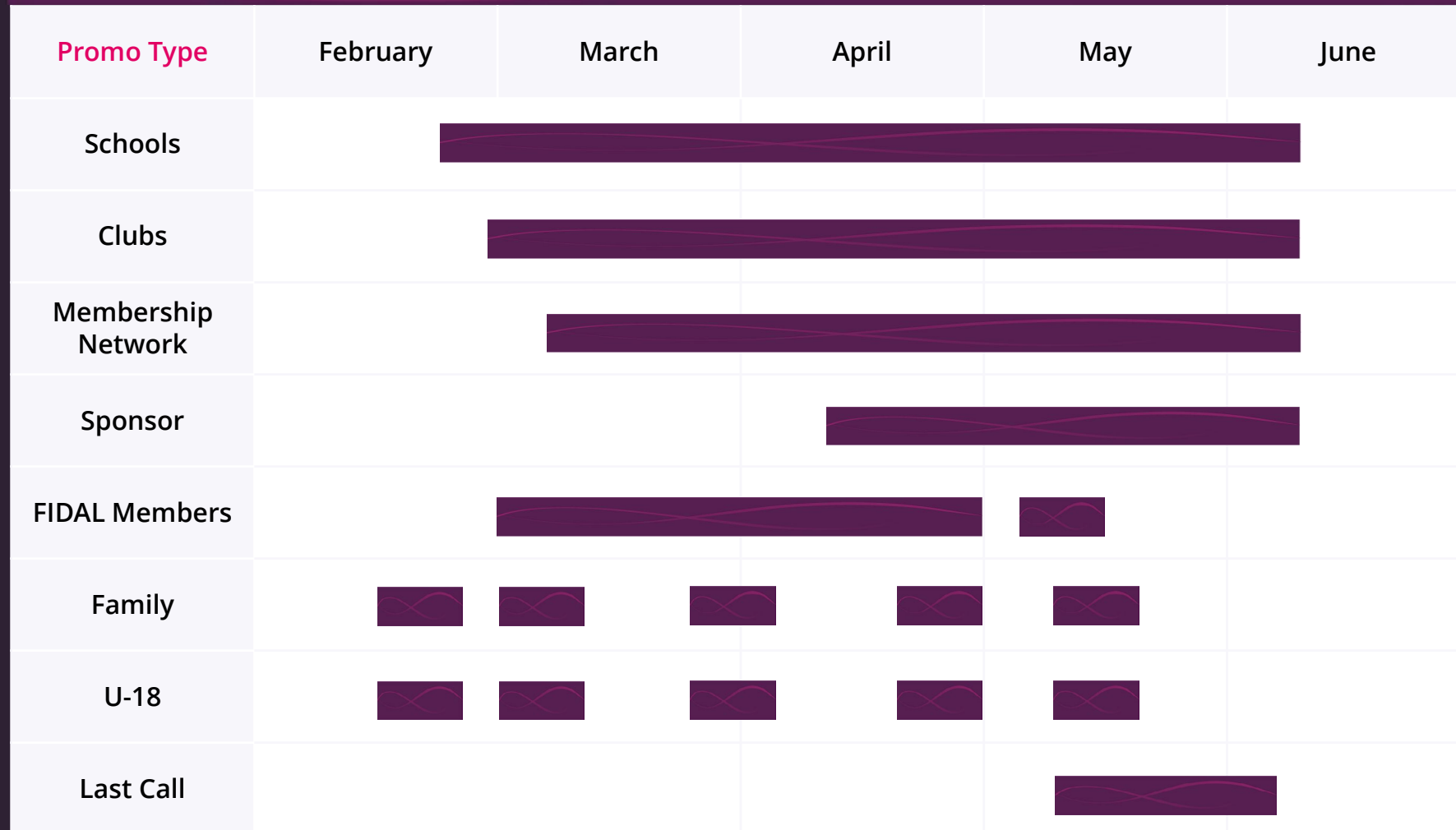
Video & Reels focused on ticket sales (Ex. Invite from athletes

“Come and join us in Rome!”, Sport e Salute Legends, Italia

Team heroes from the past etc.)



Gantt extended version





LOGISTICS OVERVIEW



Sara
MEI

MEDIA ACCREDITATION OVERVIEW

REGISTRATION VIA EVENT WORKS SYSTEM

Centralized Accreditation System: Online Accreditation applications will be managed via the Roma 2024 Event Works System.

Media accreditation grant process in collaboration with European Federations.

The Accreditation allows access to:

- Competition Venue,
- Media Centre,
- Media Catering.



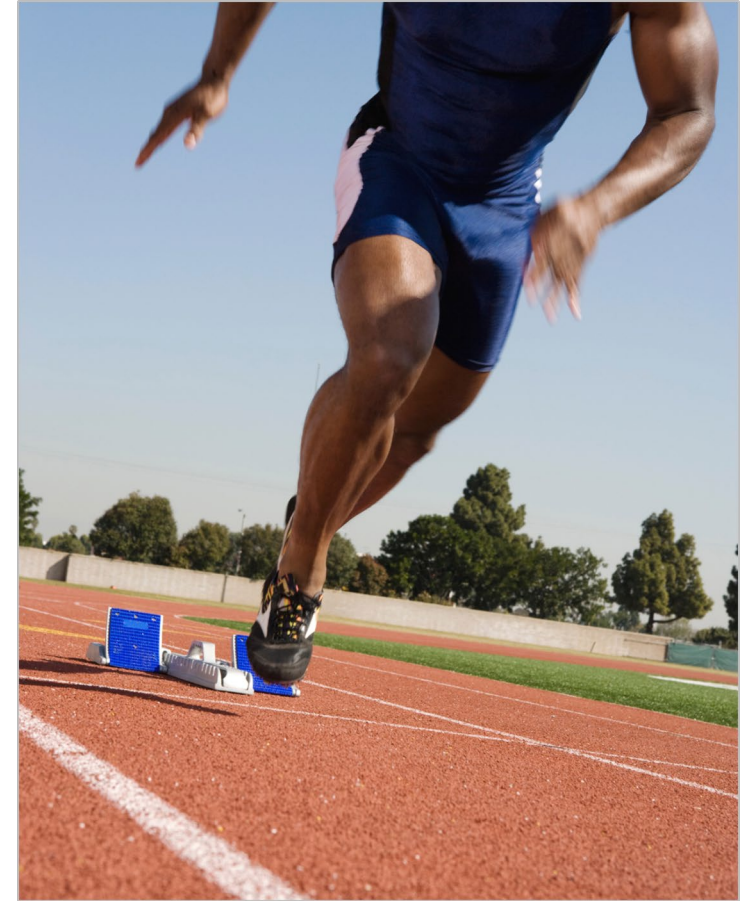
MEDIA ACCREDITATION OVERVIEW

ACCREDITATION TIMELINE

- Event Works System: opened
- Registration deadline: 31 May 2024

ACCREDITATION DISTRIBUTION

- The Main Accreditation Centre (MAC) is located in the “Biglietteria - Ex Ostello” (Viale delle Olimpiadi 61, Roma)
- All Media representatives must collect their media accreditation personally, by presenting confirmation email together with the ID submitted at the time of application, at the Media Accreditation Centre “Biglietteria - Ex Ostello” (Viale delle Olimpiadi 61, Roma)



MEDIA ACCOMMODATION OVERVIEW

Rome 2024 LOC selected hotels for Media are:

- Nova Domus Quality Hotel
- Grand Hotel Fleming

Breakfast and City Tax included

Bookings available at Event Works System:

- Event Works System is now closed but if in need we can help through it as well. Please write an email to accommodation@roma2024.eu if you do not have at your disposal Event Works registration link.
- Being closed, it means that Cancellation Policy Deadline has passed (29th February) so, everything booked from that date on is no longer available for cancellation with refund.

Public Transport and LOC Transport Shuttles available.

HOTEL	RATE	SERVICE
Nova Domus Quality Hotel	150,00€ Single Use	B&B
	190,00€ Double/Twin Use	
Grand Hotel Fleming	240,00€ Single Use	B&B
	290,00€ Double/Twin Use	

MEDIA TRANSPORTATION OVERVIEW

ARRIVAL and DEPARTURE

- All Media representatives may use the official Roma2024 shuttle bus from Fiumicino Airport (FCO), Ciampino Airport (CIA) and Tiburtina Station directly to the Media Accreditation Centre, where they receive their accreditation.
- Departures will be organized directly by the official Media Hotels (Grand Hotel Fleming and Nova Domus Quality Hotel) for those who have booked through LOC or by the Media Accreditation Centre.

PARKING

- Parking is very limited in all venues, and we encourage everyone to use the free public transport or, in alternative, LOC Shuttle to support one of our core values: SUSTAINABILITY.



MEDIA TRANSPORTATION OVERVIEW

LOCAL PUBLIC TRANSPORT

- Media accreditation holders are entitled to use Local Public Transportation System (ATAC) throughout the whole event for free.
- As sustainability is one of our core values, we encourage everyone to use public transport as much as possible: Rome Public Transport is a well-developed system of buses, subway, trains and trams. Almost every spot in Rome is set to reach by using public transport, including the Stadio Olimpico.
- The Stadio Olimpico has a dedicated bus stop. The distance from the bus stop to the venue is within the walking distance guidelines.



MEDIA TRANSPORTATION OVERVIEW

LOC SHUTTLE SERVICE

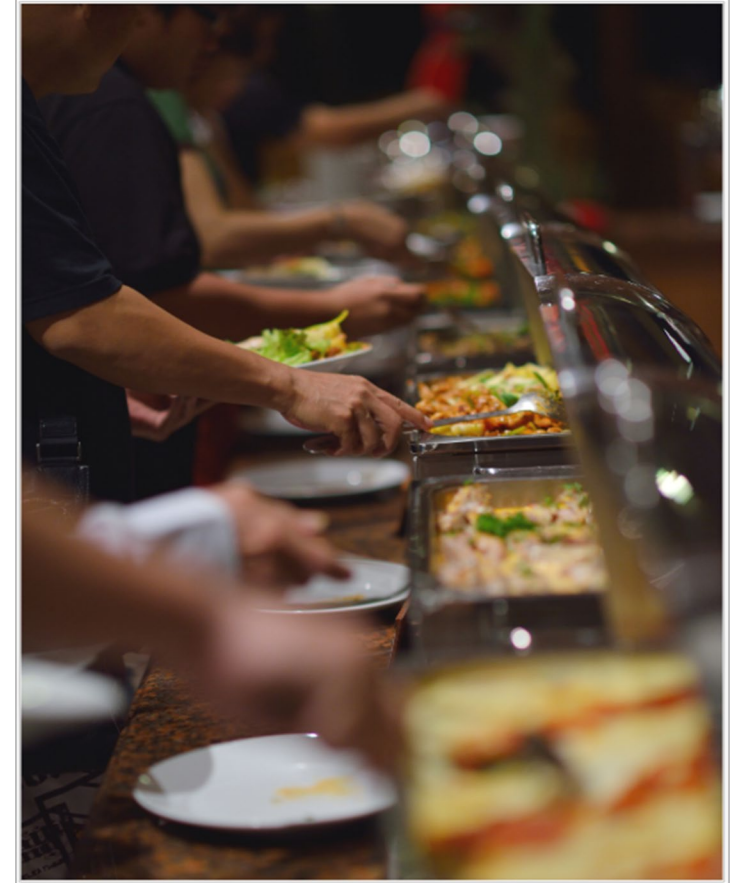
- Access to transport options for Accredited Media will be organized centrally throughout the whole event.
- From the Media Hotels (Grand Hotel Fleming and Nova Domus Quality Hotel) there is a direct connection to the Olympic Stadium, during the opening hours of the Media Centre, and to the Competition Venues.
- All information regarding LOC Shuttle Service times will be available at Media Hotels' Info Desks, Media Centres and Media Accreditation Centre.



MEDIA CATERING OVERVIEW

Reservations should be made in advance and independently at the media catering venue, that will be placed near the media centre itself.

Media catering service will be available from 5 June to 13 June with buffet meal with independent reservation with both dine-in or “grab and go” options.





TV MEDIA,
FACILITIES & OPS



Elena
PINARDI

KEY HB CONTACTS

The European Broadcasting Union (EBU) has been appointed by European Athletics / LOC to act as Host-broadcaster of the event.



FRANCK CHOQUARD

EXECUTIVE PRODUCER

Email:

choquard@eurovision.net



BEATRICE HUTTER

HEAD OF BROADCAST SERVICES

Email:

hutter@eurovision.net

Detailed information on: <https://ea.mediacenter.tv/>

PRODUCTION CONCEPT

HB Program Feed list					
Nr	Discipline	Dirty	Clean	Clean Clean	Notes
1	Integrated Feed + Medal Ceremonies	X			English Commentary except for Medal Ceremonies
2	Track feed + Outside Races	X	X	X	Marathon Men & Woman will be covered as an integrated program
3	Long Throws	X	X		All events covered
4	Shot Put PGM	X	X		Final. Qualification of A&B sector will be produced as an integrated feed covering all relevant attempts from both groups
5	Shot Put Main CAM A + GFX	X	X		Isolated main camera of Sector A with Graphics
6	Shot Put Main CAM B + GFX	X	X		Isolated main camera of Sector B with Graphics
7	Horizontal Jumps PGM	X	X		Final. Qualification of A&B pit will be produced as an integrated feed covering all relevant attempts from both groups.
8	Horizontal Jumps Main CAM A + GFX	X	X		Isolated main camera of Pit A with Graphics
9	Horizontal Jumps Main CAM B + GFX	X	X		Isolated main camera of Pit B with Graphics
10	Vertical Jumps PGM	X	X		Final. Qualification of A&B pit will be produced as an integrated feed covering all relevant attempts from both groups
11	Vertical Jumps Main CAM A + GFX	X	X		Isolated main camera of Mat A with Graphics
12	Vertical Jumps Main CAM B + GFX	X	X		Isolated main camera of Mat B with Graphics

Integrated Feed

- 10 cameras
- Including Drone coverage for beauty shot
- Including City of Rome for beauty shot

Track

- 20 cameras
- Including 3D cablecam

Field Events – 3 production units

- 10 cameras per production unit

External Races

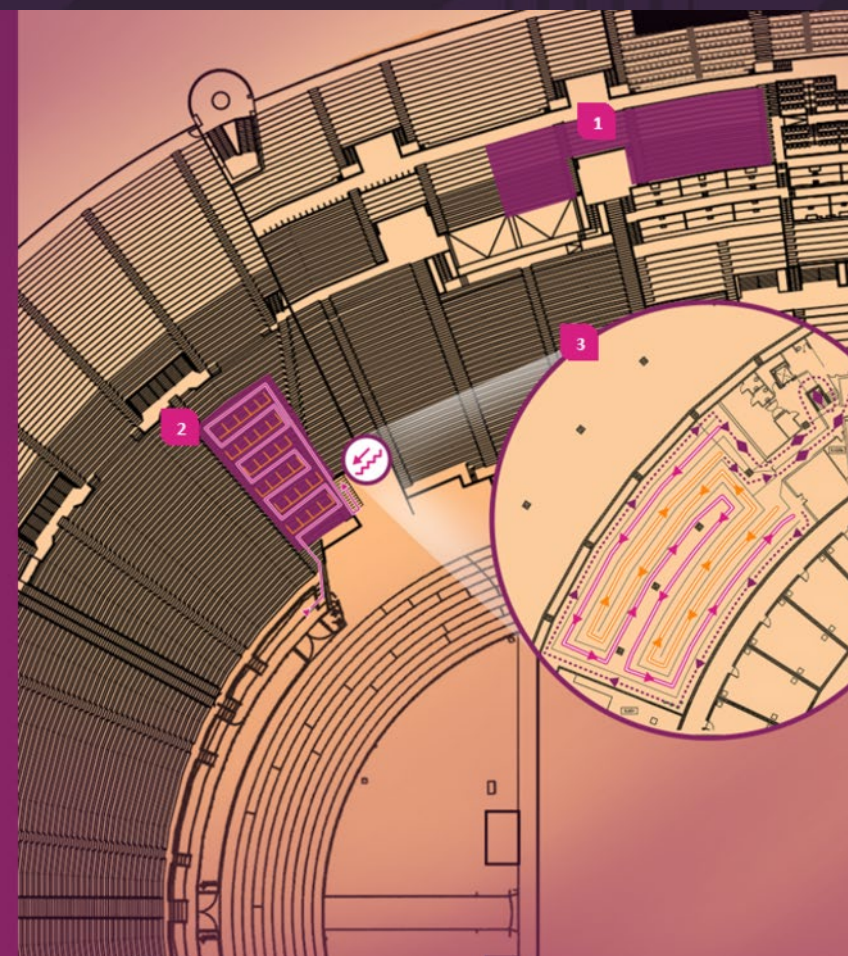
- 10 cameras
- Including 4 mobile cameras
- Including helicopter filming for ½ Marathon

BROADCAST OPERATION – FACILITIES OVERVIEW



Main Broadcast Areas

Nr	TYPE
1	Commentary Positions
2	Live Mixed Zone
3	Common Mixed Zone



BROADCAST OPERATION – ONSITE PRESENCE

- 30+ International Broadcasters confirmed onsite operation
- 25 dedicated live mixed zone
- 42 commentary positions
- 20 production vehicles and 30 cabins at the IBC / TV Compound



Elena PINARDI

Media Director

elena.pinardi@roma2024.eu

+39 3358190212



John BARD

Deputy Media Director

johnalexander.bard@sportosalute.eu

+39 3347067564

ON SITE TEAM VENUE TEAM

Broadcast Manager (HB & RHB)

Technical Operations manager (TV compound)

Media Support manager

Venue Media Manager + Deputy

Venue Photo Manager + Deputy

Mixed Zone Manager & team

Flash Quote Managers (News Service)

Social Media, Press officers + official photographer (LOC)

MEDIA OPERATIONS VOLUNTEERS

Volunteers coordinator

Credentialing desk volunteers

Photo area volunteers

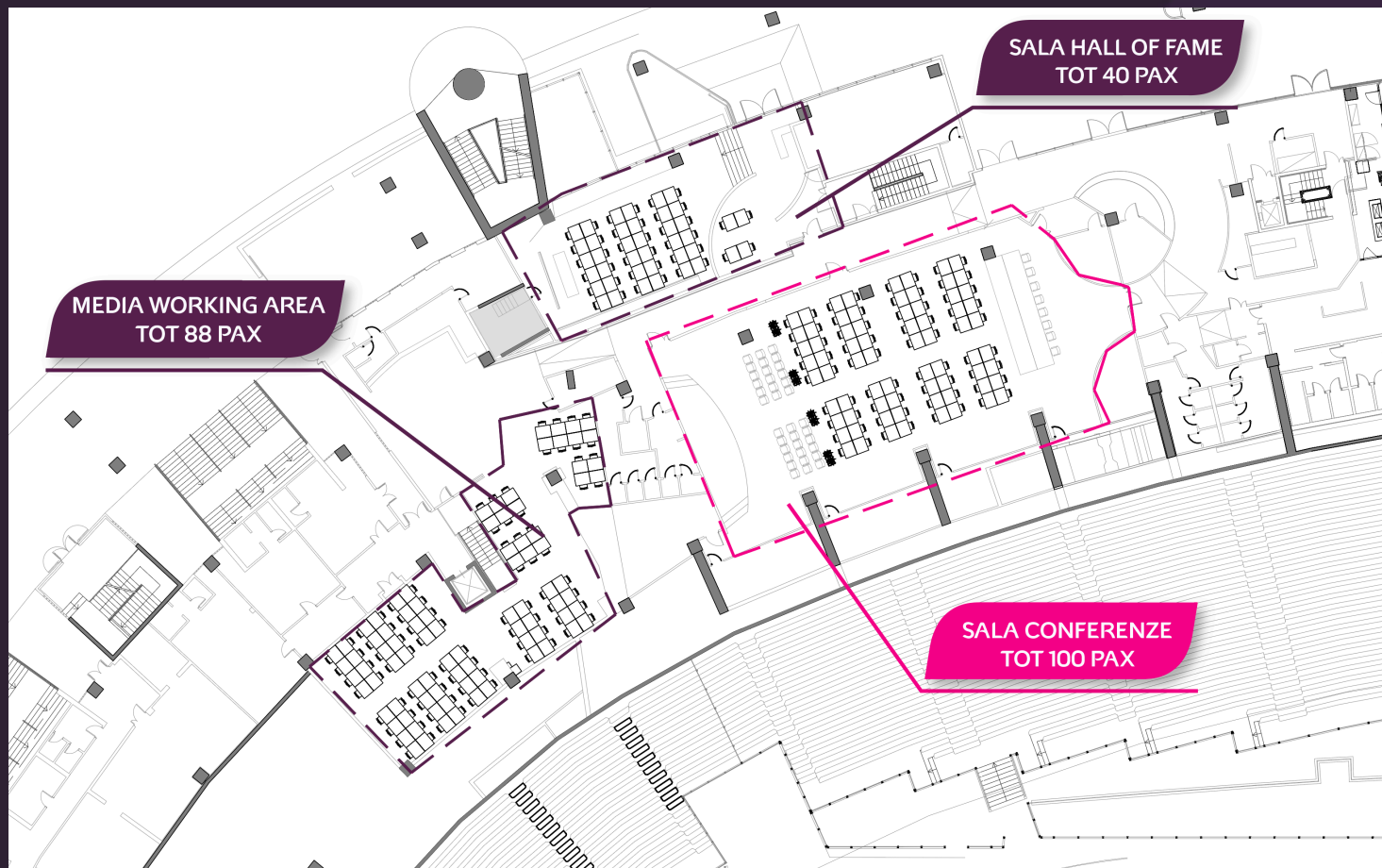
Media Center Team Volunteers

Mixed Zone Team Volunteers

Flash Quote Team Volunteers

Social Media Team Volunteer (Comms)

BROADCAST & MEDIA VENUE PLAN



PHOTOGRAPHERS



PRESS

MEDIA OPERATION AREAS OF OPERATION

Media Operations and Services across all Roma 2024 Competitions and Venues:

Main International Media Centre & IBC @ Stadium

- Main Media Centre (MMC) + secondary Media Center
 - 100 pax Media Center (stadium conference hall)
 - 50-100 pax additional Media center Tennis Central Court (300mt distance)
- Media Tribunes (42 commentary position, 50 tabled seats finish line + 350 work positions + 100 observer seats).
- Photographers work areas 130-140 positions
- Live Media Mixed Zones 27 RHB
- Mixed zone accredited media
- Photo Platform - 60-80 positions (below RHB media zone)
- Limited nr. small dedicated rooms for agencies (deadline 20 April)
- TV Compound (OB vans RHB & HB)

Media Services

- Accreditation - Palazzina Ondina Valla, Viale delle Olimpiadi 61
- Accommodation
- Catering
- Transport

OPERATING DAYS AND HOURS

Operating days 4-13 June

Hours (08.00-20.00 non-event days, 07.00-24.30 event days approximately, 3 hrs after last event)



MEDIA AND VIP TRIBUNES

MEDIA MEDIA CENTRE - Services

- Media Lounge & Media Catering Areas: Olympic Golden Open Bistrot
- Tennis Club Restaurant and Terrace
- Food & Beverage Area at the Village
- (with WiFi + power/charging workstations)
- LOC / Organising Committee / EA Media Offices

Main Media Center Olympic Stadium

- Help Desk (incl. Print on demand service)
- 100 workstations for written press + 130 photographers workstations (Conference Room Area)
- Coffee Corner
- 3 Offices for technical assistance
- WIFI & LAN/ workplace
- CATVs Media Conference set up

Olympic Stadium Media Tribune

- 50 workstations for written press (at the finish line) + 450 seats in the Media Tribune
- 42 commentary positions

Additional media center (Central Tennis Court)

- -workstations (availability of a commentary room availability 80 seats,)

MEDIA CENTER Services



THE OLYMPIC STADIUM

The historic stadium was inaugurated with an Italy-Hungary football match in 1953 and hosted the Summer Olympic Games in 1960. From the 1990 World Cup to UEFA Championships, from the great victories of AS Roma and SS Lazio, and Golden galas to sold-out concerts – it has witnessed a lion's share of memorable events!

- Largest sports facility in Rome, second-largest stadium in Italy.
- Seats over 70,000 spectators.
- Owned by Sport e Salute, operated by the Italian National Olympic Committee, CONI.
- Located in northwestern Rome in the monumental Foro Italico Sports complex.

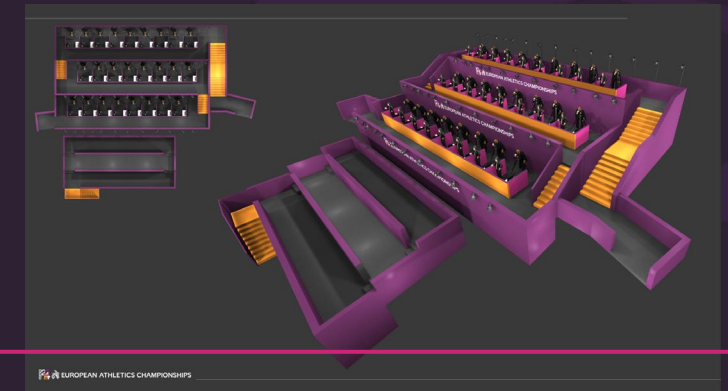
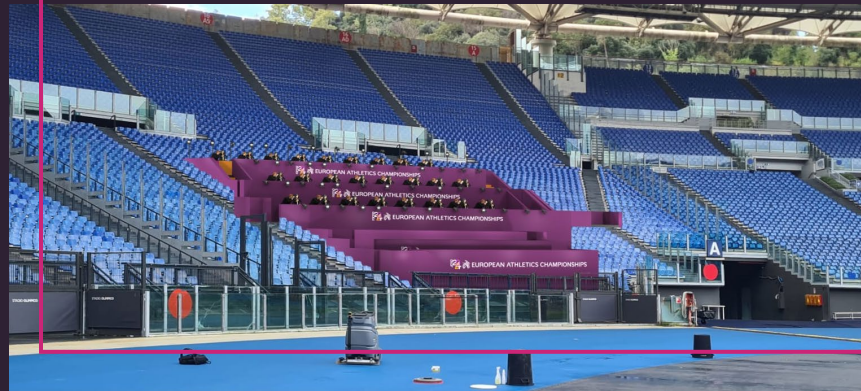
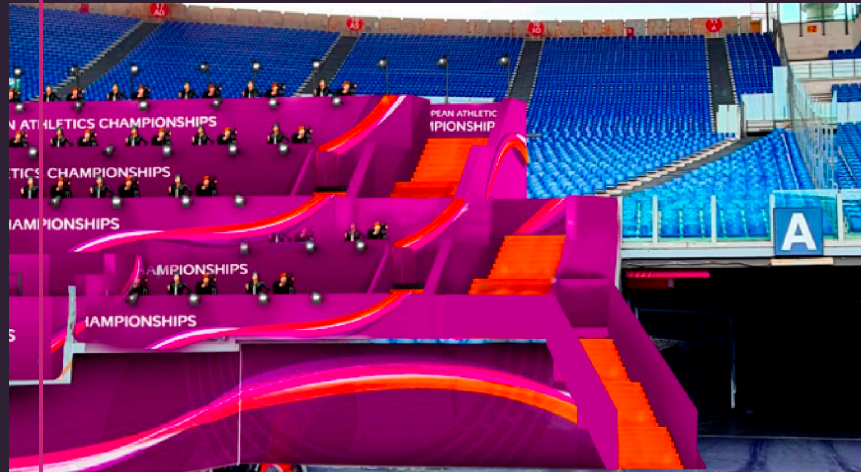
THE OLYMPIC STADIUM



MEDIA TRIBUNES & MIXED ZONE

Olympic Stadium Press Stand

- workstations for written press
- 42 commentary positions



Reception Desk (incl. Print on demand service)

Workstations for written press + 130 photographers
Workstations (Conference Room Area)

Free Corner

Services for technical assistance

Internet & LAN/ workplace

Media Conference set up

Reception desk

Room 80-100 pax

Number of Lockers

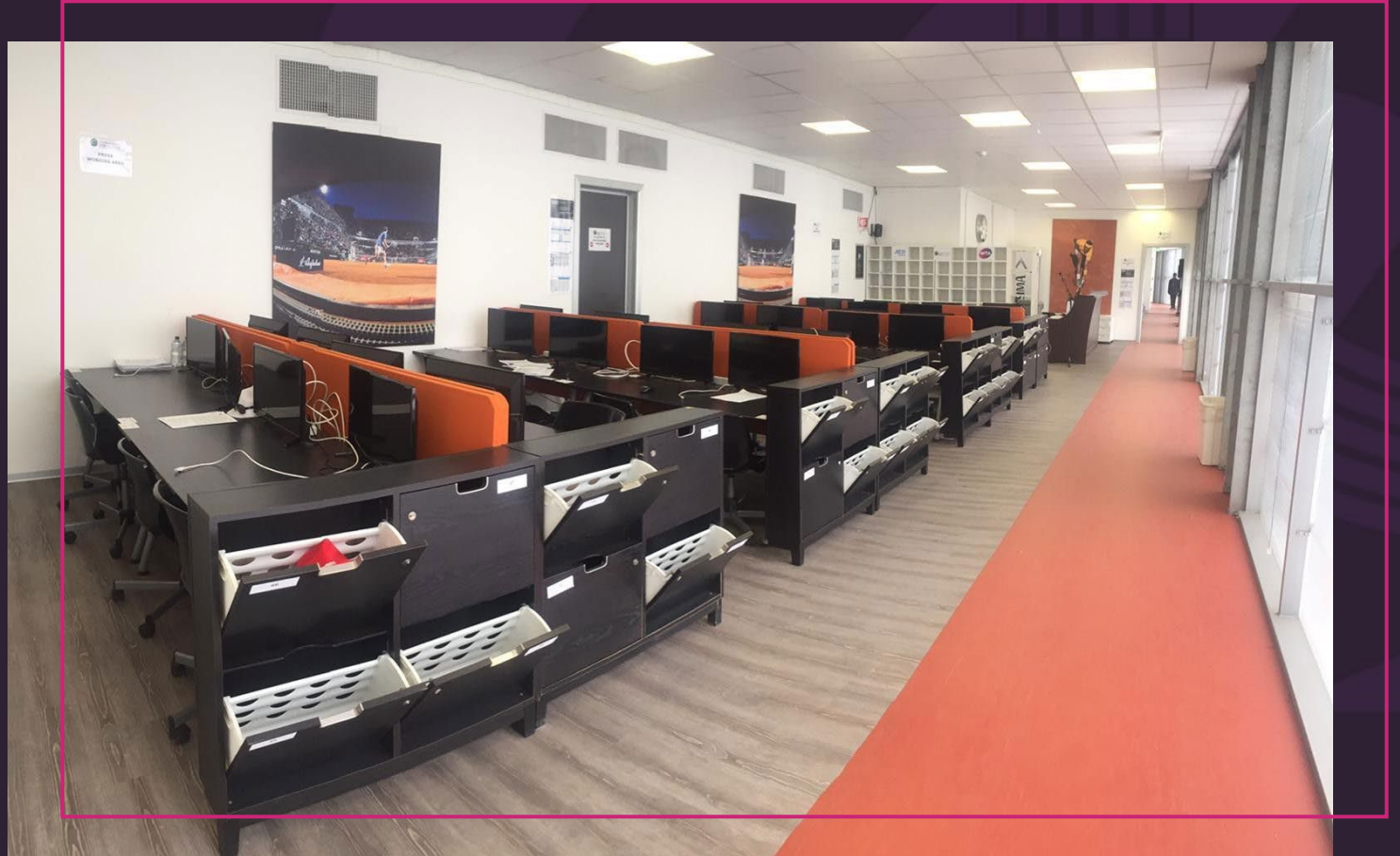
Lounge & Refreshments

Main Media Center - Olympic Stadium



ADDITIONAL MEDIA CENTER (CENTRAL TENNIS COURT)

- workstations (availability of a commentary room availability 50-100 seats)
- Within easy walking distance, 300 mt from Olympic Stadium



MEDIA FACILITIES OPS-

Operational 4-13 June

► **07.00-24.30** (approximately 3 hrs after each competition session)

Other catering options in close vicinity:

- ▶ Bistro' dello Stadio
- ▶ Terrazza del Circolo del Tennis

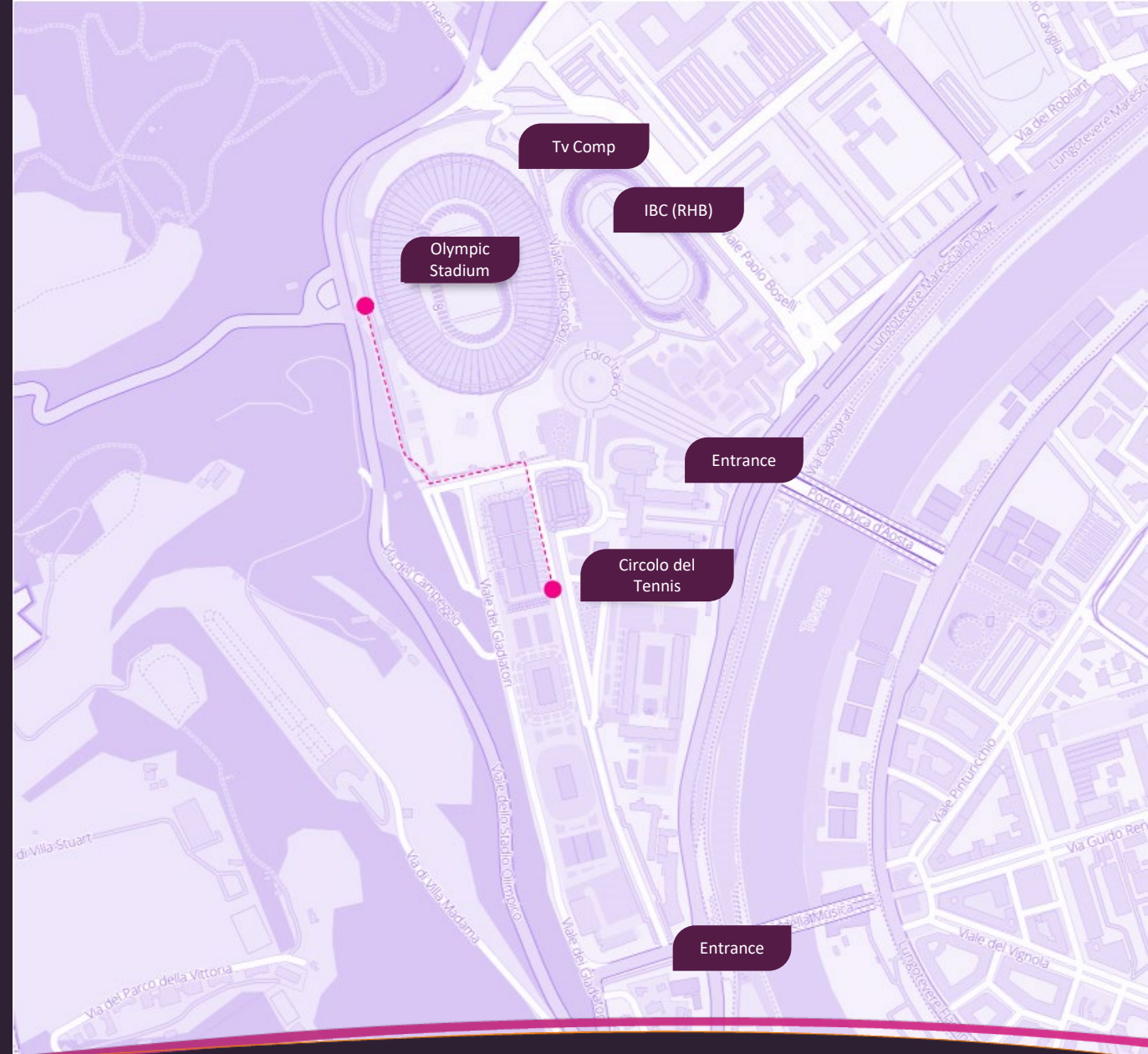


PHOTO WORKSPACES STADIUM

- Additional spaces at the stadium dedicated for photographers:
- Operational dates June 4 -13
- nr. 130 Photo workspaces with WIFI LAN
- nr. 3 workspaces / agency workspaces
- nr. 100 Photo Lockers
- CATVs Monitors
- Dedicated assistance for photographers *Canon, Sony, Nikon service desks (- 1 floor below)



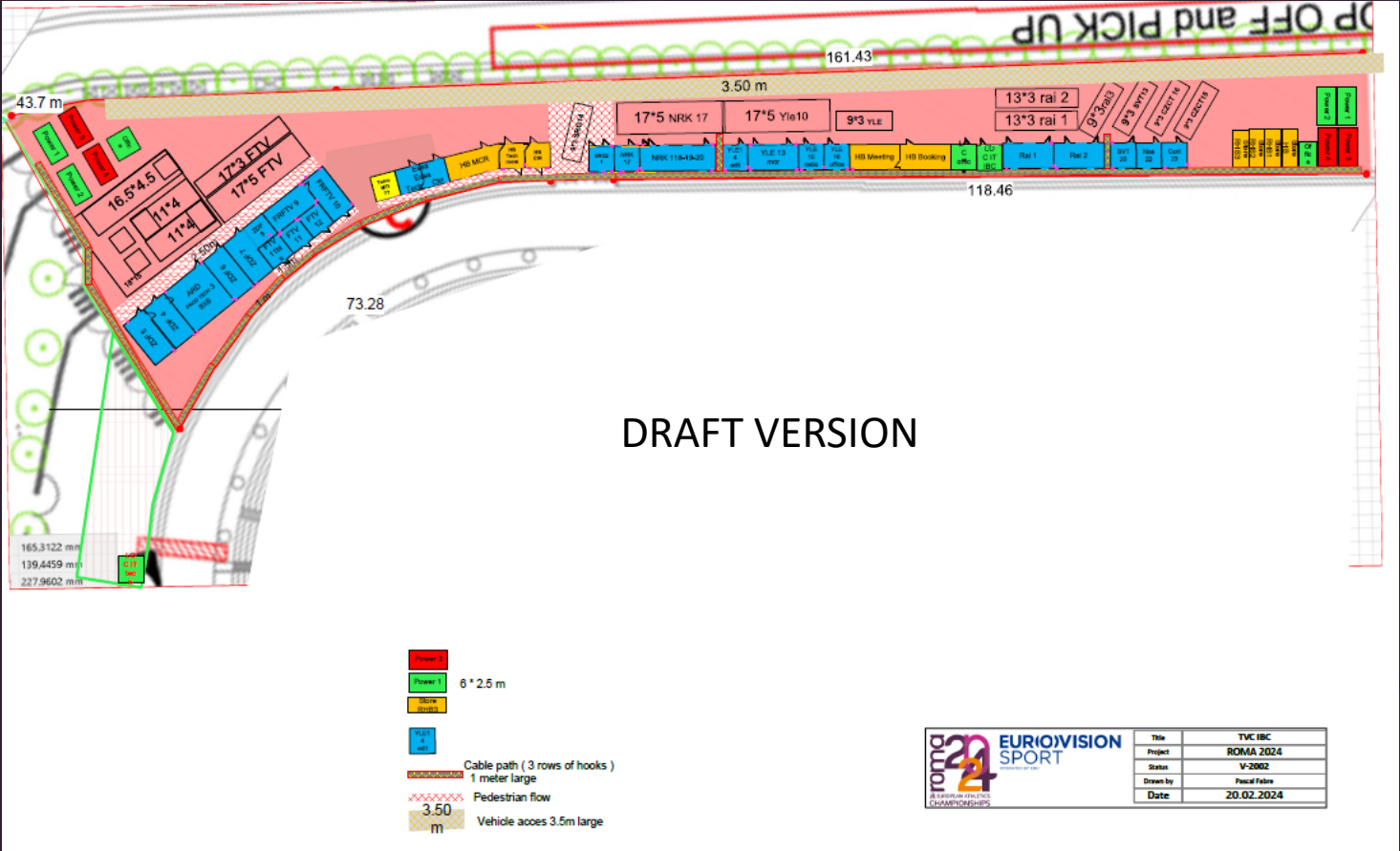
PHOTO POSITIONS

- Photo positions will be offered outfield as well as infield for all disciplines.
- Infield and Head-On will be equipped with power supply and internet connectivity. A significant amount of seats has been permanently blocked for photographers.
- In addition to permanently blocked areas more positions can be arranged according to the session by session timetable.



MEDIA SERVICES TV BROADCAST & MEDIA OPERATIONS

VIA COSTANTINO
NIGRA



MEDIA ACCREDITATION

Palazzina Ondina Valla -
Viale delle Olimpiadi 61



MEDIA CATERING

- Catering is a paid option for RHB and media attending the Roma 2024 event and will offer buffets with seated dining or takeaway options for breakfast, lunch and dinner, and a variety of beverages, snacks and fresh fruit during operating hours.
- BISTRO ► The dedicated Broadcaster Catering is located at Olympic Stadium (behind the Media Tribune). It will be reserved exclusively for accredited media from June 3-13.
- CIRCOLO TENNIS ► The Media Catering area is located just outside the Olympic Stadium (300 mt). It will be reserved exclusively for accredited media from June 3-13.
- Paid catering options will also be available at other selected venues (fan village).





THE VILLAGE AND
MEDAL PLAZA

John Alexander

 SPORT
E SALUTE

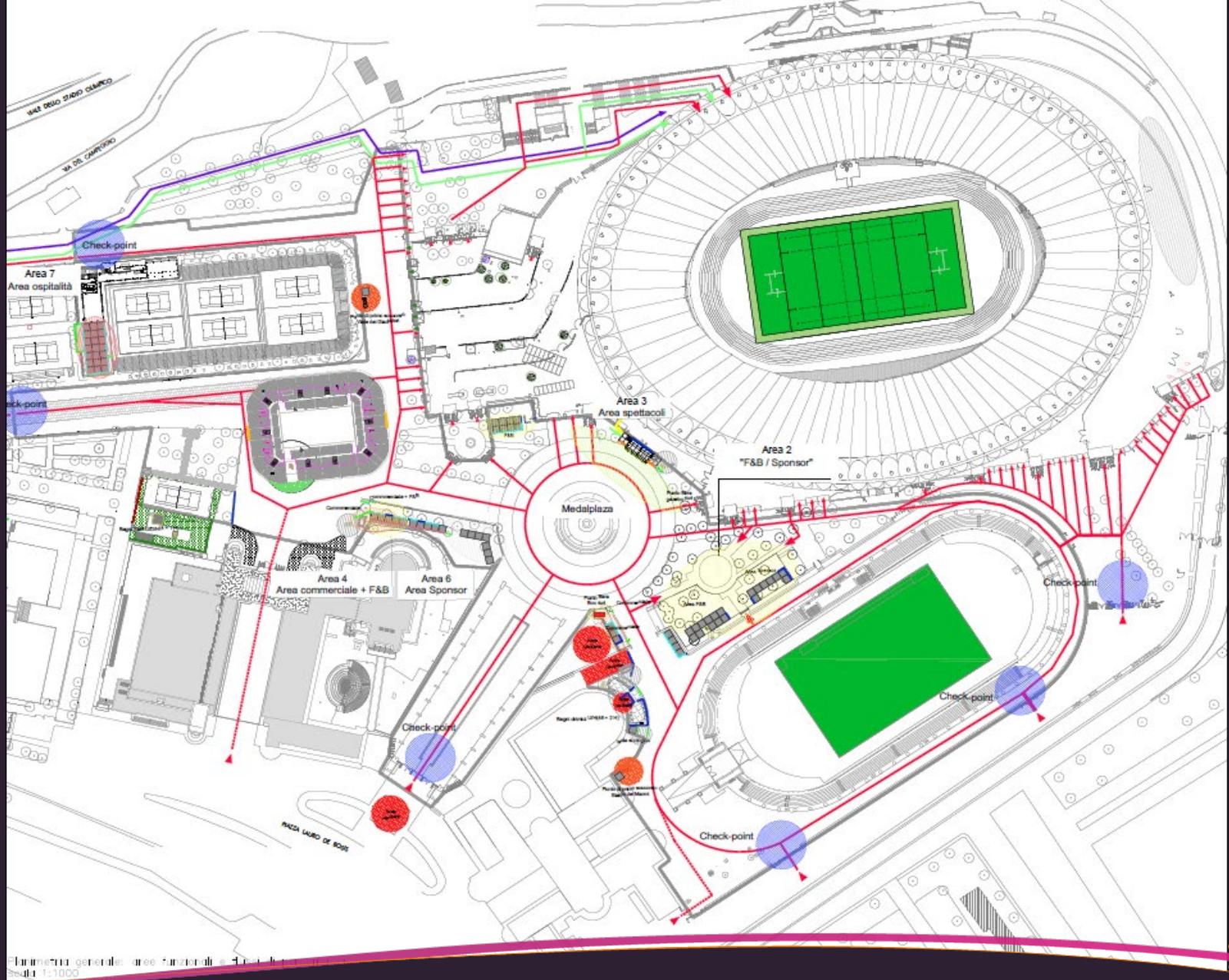
BARD

ROMA 2024 VILLAGE



- Sports Park (18,000 m²) conceived in 1928 and opened in 1932.
- The Olympic Stadium was inaugurated in 1953. Maximum capacity 69,000.
- The “Fontana della Sfera” (7,000 m²) will be the stage of the village and medal plaza.
- Around 300,000 visitors estimated.

ROMA 2024 VILLAGE

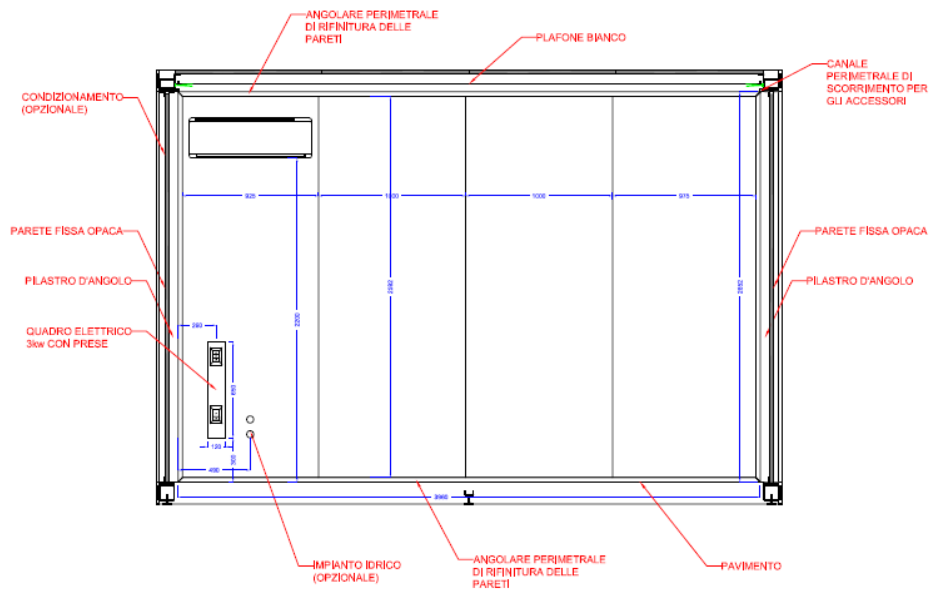


ROMA 2024 VILLAGE



ROMA 2024 VILLAGE

Tech Specs





MEDAL PLAZA



ROMA 2024 MEDAL PLAZA



ROMA 2024 MEDAL PLAZA



ROMA 2024 MEDAL PLAZA



ROMA 2024 VILLAGE



MEDAL CEREMONIES – HIGHLIGHTS

- The ceremonies will take place outside the Olympic Stadium, in the Medal Plaza.
- The MCs will be divided each day into two slots: the first before the start of the evening sessions and the other at the end of it.
- There will be four medal ceremonies in the Olympic Stadium (women's and men's half marathon both individual and team).



OPENING CEREMONY – HIGHLIGHTS

- It will take place outside the Olympic Stadium, in the Medal Plaza on June 7th, 6:00 p.m.
- Rehearsal on Wednesday 5th of June from 10:15 p.m.
- Concept based on the history of Italy from the 1960s to the present day.





VOLUNTEERS PROGRAMME



Federica
GIOACCHINI

VOLUNTEERS PROJECT

Recruitment Campaign of Volunteers

- **HUMANGEST** Employment Agency, the Official HR Supplier, Humangest will manage the selection of volunteers
- **CLUBS PROJECT** FIDAL Clubs Project Implementation (Italian Athletic Clubs directly involved) with their members.
- **PCTO** High Schools in partnership with the Regione Lazio School Department.
- **FORO ITALICO** Partnership agreement with the “Foro Italico” University of Rome for curricular internships.



WEBSITE:

How we are working

- Official HR Supplier: **HUMANGEST**
- The recruitment campaign will be ending in May '24.
- We have a partnership agreement with the **"Foro Italico"** University of Rome. The **internship students** are supporting the organizing committee in the operational phases.
- Data updated up to **March**:
This data is based on the **actual number** of people contacted, selected and confirmed. Selection process is still on going and the status is being updated.

Applicants from Italy and abroad are currently:
670 Volunteers



FIDAL CLUBS PROJECT:

How we are working

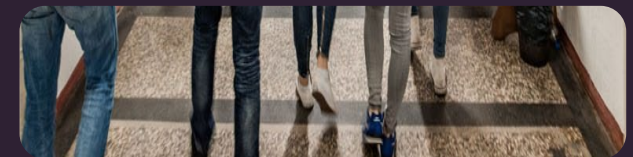
- **FIDAL CLUBS:**
- The project started in **March:**
- We are contacting all the **FIDAL Clubs** in the Regione Lazio to promote the application of their Athletes (16 years and older), as Volunteers, by:
 - Phone
 - E-mail
 - Sporting events on the calendar by speaking directly with the Presidents of the Clubs.
- Status **update:**
we have had **good feedback**, Clubs keep asking for information about the recruitment process, we respond by sending the forms to be filled out.
Foreseen applicants: **300 Volunteers**



HIGH SCHOOLS – PCTO (Pathways for Transversal Skills and Orientation):

How we are working

- **HIGH SCHOOLS:**
- The agreement with the High Schools of Regione Lazio has been signed.
- We reached out all the Teachers Responsible for the PCTO:
 - We scheduled trainings based on a 3-days-a-week programme, starting from April. Trainings will be delivered to students directly at school or on line.
 - The PCTO includes **45 hours** of Volunteer project.
 - After the training, students will be **divided depending on field of study** and respective school and assigned to specific areas where they will continue their training.
- Data updated up to **March**:
The students are currently: **190 Students Volunteers**





VENUE DRESSING & OOH
PROMOTION

Costantino Maria

 **SPORT**
E SALUTE

ULISSE



Stadium's outside areas overview



Stadium Bowl



Corporate Hospitality



- Dressing areas built on existing Structures
- Use existing digital installations (Led – Monitor – Video projectors)
- Setup of dedicated lights

Athletes' main entrance

Track entrance from the Monte
Mario Grand stand tunnel



PROMOTIONAL STRATEGY OVERVIEW

- Dressing Foro Italico + Olympic Stadium
- Dedicated Media Campaign (Press, Radio, Tv, Digital)
- City of Rome domination
- Italian Sports event promotion

PROMOTIONAL PLAN

Foro Italico Giant Banner



PROMOTIONAL PLAN

«Stadio Olimpico» Digital Led & maxi-screen



CITY DRESSING & URBAN LED



BRANDING OF TERMINI TRAIN STATION



BRAND DOMINATION AT FIUMICINO AIRPORT



PROMOTIONAL PLAN – T1 Entrance / Check-in Area Fiumicino Airport



PROMOTIONAL PLAN – Cristal Towers (Elevators)

Fiumicino Airport



PROMOTIONAL PLAN – Digital Columns

Fiumicino Airport



PROMOTIONAL PLAN

Palatiziano



PROMOTIONAL PLAN

Palatiziano





OFFICIAL
MERCHANDISING



Enrico
ARESE



T-SHIRT EUROPEAN ATHLETICS ROMA 2024





BOTTLES AND MUGS



MASCOT



KEYCHAINS, MAGNETS AND PINS



HATS



ACCESSORIES



T-SHIRT EUROPEAN ATHLETICS ROMA 2024



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T-SHIRT EUROPEAN ATHLETICS ROMA 2024 - CUSTOMISATION





 EUROPEAN ATHLETICS
CHAMPIONSHIPS

THANK YOU!