

# Introduction & Communications priorities

Communication Managers Seminar

April 2024

DAY 1

# Agenda

**14:30**

## **Welcoming speech**

by European Athletics Vice President, Karin Grute Movin

**14:40**

## **Introduction**

European Athletics Intro and Communication priorities  
presented by Head of Communications Biljana Danicic

**15:15**

## **Growing the Athletics Community**

by Vice President and Chair of Development  
Commission Karin Grute Movin

**15:50**

## **European Running Strategy**

by European Athletics Running Unit Director, Marko Vasic

**17:00**

## **Developing Strategic communications**

By Professor Lazar Dzamic

DAY 2

# Agenda

**9:30**

## **Concept of Roma 2024**

by European Athletics Championships 2024 LOC

**13:00**

## **Road to Rome**

Delivered by European Athletics & presented by Peter Sanderson

**13:50**

## **Media Services delivered by EA**

by Head of Communications Biljana Danicic

**15:00**

## **EBU presentation**

by Andreas Aristodemou, Head of Summer Sports

**15:30**

## **Social Media Dashboard for MF**

by Michelle Sammet from World Athletics

**16:20**

## **Round tables**

Sharing best practices

DAY 3

# Agenda

10:00

**Stadium Visit**

## Introduction

Who are we?

## Strategy & Vision

## Communications

Comms, Digital and TV strategies  
for growth



## INTRODUCTION

# We lead athletics in Europe

European Athletics leads athletics in Europe with **51 member federations**.  
**Founded on 7 November 1970 but first European Championships took place in 1934 in Torino.**

European Athletics is one of 6 continental areas led by World Athletics.

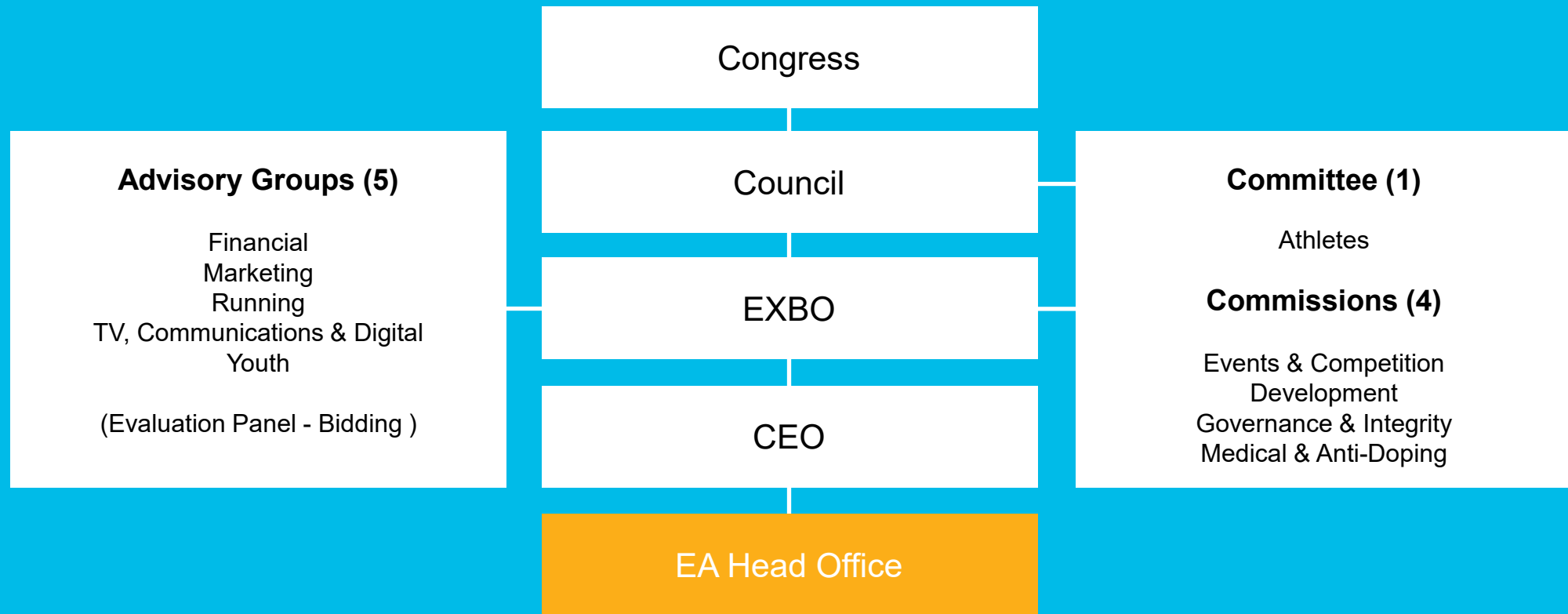


## EUROPEAN ATHLETICS' VISION

**“To grow our sport by leading, inspiring, and enabling every European to enjoy a loyal relationship with athletics and receive its benefits for life.”**

INTRODUCTION

# Our Structure





# Agenda

	2023	2024	2025	2026
European Athletics Championships		X		X
European Athletics Indoor Championships	X		X	
European Athletics Team Championships	X		X	
Spar European Cross Country Championships	X	X	X	X
European Athletics U23 Championships	X		X	
European Athletics U20 Championships	X		X	
European Athletics U18 Championships		X		X
European Off Road Championships		X		X
European 10,000m Cup	X	-	X	X
European Throwing Cup	X	X	X	X
European Race Walking Team Championships	X		X	
European Champion Clubs Cup Cross Country	X	X	X	X

## STRATEGY

# Interplay of Vision, Strategy, and Operational Framework





## STRATEGY

# Your Sport Life

European Athletics, in line with its vision, has outlined strategic goals in its "Your Sport for Life" strategy to enhance the relevance of athletics in European society over the next decade. The strategy focuses on 3 pillars to tackle this challenge.

## High Performance

At the international level, staging events and athlete preparation are central to athletics, requiring focus on integrity, the competition system, facilities, and athlete development, guided by EA.

## Athletics Community

Athletics thrives on its simplicity, accessibility, and values, bolstered by a strong organizational structure (MF, clubs). Initiatives are needed in youth, running, clubs, and volunteerism to fully capitalize on these advantages.

## Run Europe

Consolidating existing activities, launching new projects, and organizing a biennial European Running Championships to bolster its role in the running movement and industry across Europe.



## STRATEGY

# Priority Agenda

European Athletics prioritizes organisational values and focus on **good governance, integrity, unity, team spirit, personal commitment, legacy, gender equity, social and environmental responsibility, and respect for Human Rights, including safeguarding**, to drive its activities and development in European athletics.

These values are leading the following roadmap:



## Competition

Enhance the European Championships, draw top athletes, engage fans, sponsors, and broadcasters, appeal to youth, ensure excellence in event delivery, innovate event concepts, and boost commercial activities and revenues.



## Digitalisation & Innovation

Ensure the best output of the EA brand through digital channels, to ensure the growth, attract partners and enable athletes to be storytellers.



## Community

Deliver top services to MF, enhance athlete entourage relationships, strengthen European Athletics' broader athletics connections, and support host cities in building lasting legacies around events.

## STRATEGY

# Operational Framework

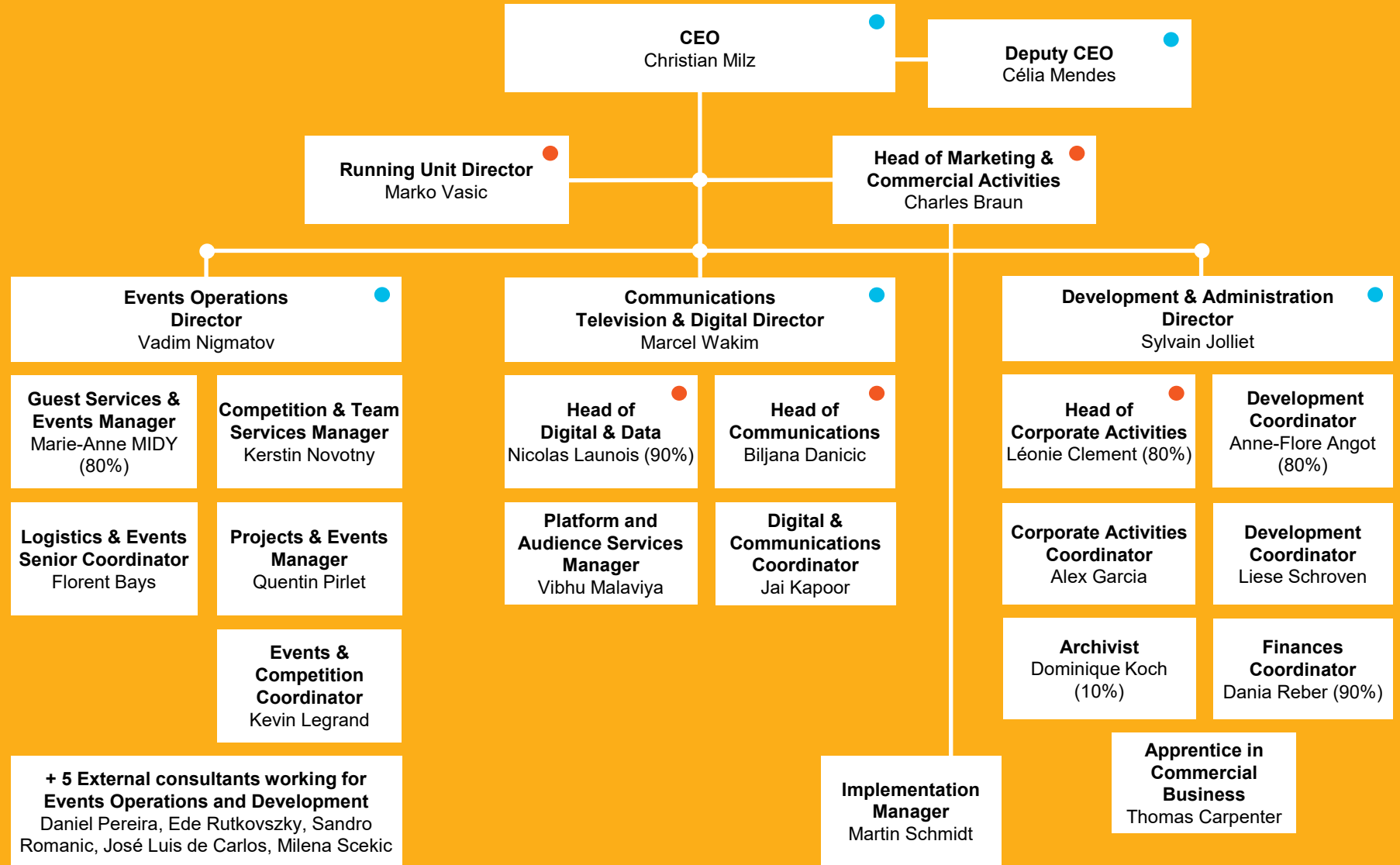
This Framework serves as the bridge between the overall strategy and operations, ensuring the realization of European Athletics' vision and strategy. It addresses the organizational restructuring into clusters/units completed in 2023 and translates strategy into actionable steps, defining roles, responsibilities, and key processes while remaining adaptable to internal and external changes. Establishing this framework enhances operational efficiency and effectiveness, maximizing the value of European Athletics' resources.

Keywords: *Strategic Guidance, Organizational Structure, Operational Measures, Efficiency, Adaptability, KPI*



VISION

# Head Office





## COMMUNICATIONS

# Communications, Digital and TV strategies for growth



**“We focus on increasing the audience base to get the biggest exposition of our competitions, communications, and brand.”**



## COMMUNICATIONS

# Our Audiences

We work on a synergy in our network: from athletes, media and sponsors to fans, LOCs & Cities, Member Federations, and internal stakeholders, each contributing to the success of our messages.

Media

Sponsors

Athletes

Fans

LOCs & Cities

MF

Internal Stakeholders



## COMMUNICATIONS

# Strategic drivers & goals

Driven by stakeholders, fans' expectations, and the global sports environment, we are defining several strategic goals to develop and reinforce our communications.

- Audience development
- EA Brand recognition  
Events
- EA Brand visibility
- Contractual service delivery
- Stakeholder satisfaction

## COMMUNICATIONS

# Services & Functions

### Content production

**Omnichannel content planning.**  
**Video production.**  
Live event content.

### Event production & Delivery

**Live TV & Production.**  
HB Services.  
Live data collection.  
**Event tech.**

### Platforms, audience development and content distribution

Website & apps.  
**Social Media Management & Monetization.**  
**Content distribution.**  
Data Management.  
CRM & Audience relationships.  
Digital Marketing.

### Stakeholder communication and relations

Internal communication.  
**Stakeholder relations.**  
Brand & design.  
**Media Services.**  
**MF relations & Services.**  
Athletes relations.  
Corporate PR.

Thank you