EVENT ENGAGEMENT GUIDE
As the International Olympic Committee (IOC), the International Sports Federations (IFs), the sports event organisers and other relevant stakeholders, we have the incredible opportunity to empower athletes and support their success both on and off the field of play.

The Athlete365 Event Engagement Guide can help us achieve this goal more efficiently. By further raising awareness of essential career topics and utilising Athlete365 tools and resources during events, we can provide valuable guidance and extra support that can make a significant difference. We can create an enhanced environment that empowers more athletes to reach their full potential.

Through our efforts, we promote the Olympic values and contribute to a culture of excellence in the world of sport. Let us work together to support athletes and athletes’ entourage members extensively. We can make a real difference.

ATHLETE365 COMMUNITY

TOOLS AND RESOURCES

HOW TO BOOST ENGAGEMENT
Athlete365’s mission is to make athletes’ lives better and to support the world’s biggest community of elite athletes, Olympians and athletes’ entourage members by understanding and prioritising athletes’ needs.

Athlete365 supports athletes and their entourage members on and off the field of play by delivering relevant advice, services and tools. It provides support on six main themes: Voice, Integrity, Career, Performance, Finance and Well-being.

The free, online Athlete365 membership is a one-stop-shop that provides lifelong, dedicated services in the following main areas:
1. Customised learning
2. Unrivalled Games-time experience
3. Career advice
4. Tailored well-being advice
5. Exclusive offers and services

Learn more about the benefits of being part of the Athlete365 community.

Let’s empower our athletes by ensuring they sign up for the Athlete365 account and leverage its benefits to the fullest extent. Below you will find the link to sign up or log in.
PinQuest is an interactive game where athletes and their entourage members can boost their Olympic knowledge by answering fun questions or by challenging other players while exploring a virtual world.

- Players win points with every correct answer and can reach the top of the leader board.
- It is a gaming app that is available for everyone, be they athletes or their entourage members.
- There is a different set of questions targeted at athletes and their entourage members.
- It can be downloaded on both iOS and Android.

The game includes questions on the six Athlete365 themes and more specifically the following topics:

1. Anti-doping
2. Athlete365
3. Athletes’ and Athletes’ Entourage Commissions
4. Athletes’ Declaration
5. Career+ and dual careers
6. Gender equality, inclusion and human rights
7. Injury prevention
8. Mental health
9. OLY
10. Olympic Solidarity
11. The Olympic Truce and Olympic values
12. Prevention of competition manipulation
13. Safe sport
14. Sports nutrition
15. Sustainability
PINQUEST
HOW TO USE PINQUEST AT A SPORTS EVENT

Preparation

• You could plan a reward for the players who reach a set number of points in PinQuest. A minimum 5,000 points are recommended so that they can learn about all the topics covered in the game.

• Download and print out the PinQuest pamphlet, the poster and pull-up banner by using the design files.

Set up a PinQuest booth/desk

• Secure the space based on the flow of athletes.

• Decorate the booth/desk with the printed poster and pull-up banner.

• Display the reward and the PinQuest pamphlet together.

• Assign volunteers to support athletes with downloading, registering and logging in with an Athlete365 account and distributing rewards.

Materials for use

DESIGN FILES

TROUBLESHOOTING DOCUMENT

Please feel free to contact athlete365@olympic.org for any questions, support or requests for statistics.
Enhance athlete engagement on-site by using both competitive and non-competitive videos as a source of inspiration. These videos can help to maximise athlete engagement during the event. Playing the videos in a loop can also promote the spirit of Olympism among athletes, which can encourage unity and a sense of community, and also make the event more memorable and exciting.

Please note that the videos shared on the next page are the exclusive property of the IOC and can be used only within the Athlete365 Event Engagement Guide for editorial purposes, with no association with other brands, and cannot be altered, edited or distributed to third parties without prior written consent from the IOC.

If you need downloadable files, contact: images@olympic.org

For any further queries, contact: athlete365@olympic.org
**OLYMPIC SPIRIT VIDEOS**

- **Every rise, every fall, every victory** – we’re in it together
  
  #StrongerTogether – YouTube

- **“It all starts with a push”** Tony Hawk
  
  #StrongerTogether – YouTube

- **The World Only Moves Forward When We Move Together ft. Usain Bolt, Naomi Osaka**
  
  #StrongerTogether – YouTube

- **“Run for something bigger than yourself”** Usain Bolt
  
  #StrongerTogether – YouTube

- **Athletes of the World: “Dear Leaders, now is your chance to deliver.”**
  
  #COP26 – YouTube

- **Living the Olympic values**
  
  YouTube (YOG-2016)

- **What Do the Olympic Games Mean to You?**
  
  YouTube (2016)

- **When we unite through sport, we make the unbelievable happen**
  
  #StrongerTogether – YouTube

- **“You are a worthy opponent. You give me purpose and strength”** Frank Chamizo
  
  #StrongerTogether – YouTube

- **“We chose to keep our dreams alive”** Yusra Mardini
  
  #StrongerTogether – YouTube

- **“If you don’t fit the expectation, change it”** Naomi Osaka
  
  #StrongerTogether – YouTube

**HOW DO WE BRING OLYMPIC SPIRIT EVERYWHERE, EVERYDAY?**
The following eLearning material could be used to offer an in-depth learning opportunity to athletes and their entourage members on the specific subjects linked to the six Athlete365 themes.

We suggest that you provide tablets or phones to facilitate the promotion and delivery of eLearning materials, particularly for on-site use.

The displayed courses are some of the main ones. New courses are launched on a regular basis. It is best to keep a check online for the latest courses.
The following design files for pamphlets, posters and pull-up banner can be used to promote the various activities that will be presented in your engagement booth.

These are print ready files. Download them by using the buttons on the right.

Please ensure that the design files are printed and utilised according to the design and dimensions provided.

<table>
<thead>
<tr>
<th>Design File</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAMPHLET</td>
<td>21 x 29.7 cm – A4 SIZE</td>
</tr>
<tr>
<td>POSTER</td>
<td>29.7 x 42 cm – A3 SIZE</td>
</tr>
<tr>
<td>PULL-UP BANNER</td>
<td>85 x 200 CM</td>
</tr>
<tr>
<td></td>
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</tr>
</tbody>
</table>
HOW TO BOOST ENGAGEMENT

Before the event

During the event

After the event
### BEFORE THE EVENT

#### TECHNOLOGY

<table>
<thead>
<tr>
<th>Plan IT requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensure there are enough phones, tablets, chargers, cables</td>
</tr>
<tr>
<td>Keep battery back ups, e.g. power banks</td>
</tr>
<tr>
<td>Ensure there are enough charging points</td>
</tr>
<tr>
<td>Install all relevant applications beforehand</td>
</tr>
</tbody>
</table>

#### LOGISTICS

<table>
<thead>
<tr>
<th>Locate the best place</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic area at the heart of your event</td>
</tr>
<tr>
<td>Small surface area less than 50m²</td>
</tr>
<tr>
<td>Area in the natural flow of athletes</td>
</tr>
<tr>
<td>Storage possibility nearby</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Take advantage of the existing facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power</td>
</tr>
<tr>
<td>Wi-Fi</td>
</tr>
<tr>
<td>Lighting</td>
</tr>
<tr>
<td>Water &amp; toilets</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Make it attractive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display prizes</td>
</tr>
<tr>
<td>Use sustainable furniture, e.g. wood, cardboard, etc.</td>
</tr>
<tr>
<td>Provide tablets for athletes' gameplay</td>
</tr>
<tr>
<td>Enhance the event with TV &amp; sound</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Be visible</th>
</tr>
</thead>
<tbody>
<tr>
<td>T-shirts and caps with logo or motto</td>
</tr>
<tr>
<td>Posters and roll-ups</td>
</tr>
<tr>
<td>Colourful furniture</td>
</tr>
</tbody>
</table>

NB: The elements suggested here are for the full experience, but fewer elements may be used.
**BEFORE THE EVENT**

**LOGISTICS (CONTINUED)**
- **Remain medically sound**
  - First aid kit
  - Disinfection kit
  - Medical face masks if required

**STAFF**
- **Get support from the best volunteers**
  - Outgoing people
  - Good spokespeople
  - Language skills

**COMMUNICATION**
- **Team up with facilitators**
  - Experts on specific topics
  - Athletes open to sharing experience

**Launch your event**
- Informative materials like website, flyers, etc.
- Engagement through your social networks

**Partner with stakeholders**
- Plan with an Athletes’ Commission member the best engagement practices on-site
- Engage with referees and coaches
- Get together with the athletes’ entourage members
BEFORE THE EVENT

KEY PERFORMANCE INDICATOR

Track performance

Determine the KPI for athlete engagement at the event, e.g. attendance rate, participation rate etc.

Ensure there is feedback and FAQ notepad

Note and report any technical bugs to the support team concerned
**DURING THE EVENT**

### LOGISTICS

**Start the journey**
- **Plan the opening schedule** in line with training, breaks and competition schedules
- **Be ready as soon as the athletes are around**

**Make it fun and comfy**
- **Make it cosy with food, beverages and music**
- **Involve athlete role models and organise video conferences**
- **Attract athletes with a fun engaging activity like a photobooth, table tennis, etc.**

**Set up your equipment**
- **Set up tablets with links to the activities, e.g. PinQuest, Athlete365 eLearnings etc.**
- **Power sockets and safety locks for the computers or tablets**

**Close the day**
- **Provide security at night and while closed**
- **Organise waste and cleaning management**
- **Maintenance if necessary**
# DURING THE EVENT

## STAFF

<table>
<thead>
<tr>
<th>Action</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facilitators and volunteers</td>
<td>Team up with the Athletes’ Commission member to deliver engagement on the ground.</td>
</tr>
<tr>
<td>Make noise</td>
<td>Organise meetings with coaches and officials to introduce all activities.</td>
</tr>
<tr>
<td>Communication</td>
<td></td>
</tr>
<tr>
<td>Offer food and drinks</td>
<td></td>
</tr>
<tr>
<td>Go virtual</td>
<td>Tag athletes in pictures, use hashtags, etc. e.g. #Athlete365.</td>
</tr>
<tr>
<td>Make them visible with Athlete365 clothing, caps, etc.</td>
<td>Display posters and flyers in strategic places for the athletes.</td>
</tr>
<tr>
<td>Schedule shifts and breaks</td>
<td>Put up posters with the programme of the day.</td>
</tr>
<tr>
<td>Ask elite athletes to promote the engagement booth</td>
<td>Create stories and encourage athletes to share them.</td>
</tr>
</tbody>
</table>
**LOGISTICS**

- Go green
  - Re-use or recycle as much as possible
  - Donate furniture to a local charity

**STAFF**

- Celebrate
  - Congratulate the volunteers
  - Issue a certificate of recognition
  - Plan “Thank you” giveaways like clothes, bags, etc.
  - Organise a closing lunch

**COMMUNICATION**

- Stay in touch with the athletes
  - Share your content on the event website
  - Share the on-site experience by posting images and videos
  - Encourage athletes to join Athlete365, e.g. send follow-up emails

**DEBRIEF**

- Boost your network
  - Ask your stakeholders to share on their digital channels

- Event analysis
  - Analyse KPIs
  - Share your experience and give feedback to the IOC Athletes’ Department
The athletes are the heart of the Olympic Movement. Thank you for helping to support the athletes on and off the field of play.

The IOC would be pleased to reply to any questions and to exchange best practices in order to further enhance this Guide.

Please feel free to contact athlete365@olympic.org if you have any further questions or require any kind of support.

Thank you.