

Report of the ANOC Marketing & New Sources of Finance Commission Meetings to the ANOC AGA in Bangkok

Since its establishment following the 2013 ANOC GA in Lausanne, the Marketing & New Sources of Finance Commission under the chair of Larry Probst has met twice. Firstly in Kuwait in March 2014 to define its objectives and secondly in New York City to commence pursuing them.

The Commission objectives formulated and agreed in Kuwait are as follows :

1. To establish a stand alone ANOC marketing seminar which does not conflict with existing IOC or NOC programs.
2. To propose and develop new sources of revenue for ANOC
 - Beach games
 - Gala Award Dinner
 - Continental Competitions
 - Regional High Performance Training Centres
 - Retail and Online Merchandising
 - ANOC Foundation
 - Content Creation for Traditional Broadcast / Online Channel
3. To organize best practices seminars focusing on regional NOC revenue opportunities and marketing techniques while protecting the IOC trademark
 - Lottery
 - Value in Kind
 - Merchandising Opportunities
 - Complementary Brands
4. To define, explain and clarify NOC marketing rights relative to existing IOC programs
5. To review the current TOP program and make recommendations to the IOC Working Group.

At the second session in New York City the Commission took the opportunity to sit as observers for the introductory session of the 4th IOC Marketing Forum seminar. This meeting happened to be in line with ANOC's broader objectives of organizing best practice seminars focusing on regional NOC revenue opportunities and marketing techniques and was attended by senior marketing members of 20 of the IOC movement's largest NOCs.

The ANOC Marketing and New Sources of Finance Commission then separately met in its own right. First on the agenda was a stimulating joint presentation by NBC's John Miller and USOC's Chief Marketing Officer Lisa Baird who were able to demonstrate how NOC marketing assets could build on brand property of value at the global level, eg "improving the world through sport" and at national level by way of NOC brand promotion, "inspiring the country to come together".

We heard how the themes of "Team USA" and "Go USA" have been successfully promoted jointly by USOC and NBC not only in the lead up to Olympic Games, but over longer periods between the summer and winter Games. We also heard how USOC exercises its property rights in staging their various Olympic team trials as a pre-requisite for Olympic Games selection, suggesting that this property could present an untapped revenue stream for NOCs of any size anywhere across the world.

Messrs Takeda and Hickey separately updated the Commission on an earlier IOC Marketing Commission meeting as did Gunilla Lindberg on the OCA Marketing Seminar in Incheon.

Of special interest was a further presentation by Lisa Baird who outlined an extensive list of tried and tested promotions of NOC marketing assets centred around what she described as "optimal fan targeting", "fan database sharing" and "fan events" in the same way as professional leagues do. Whilst this seemed more US related the building up of fan units through social media with modest fee collection practices offers possibilities for other NOCs.

"Crowd sourcing" an American term for what might otherwise be described as fundraising for a cause, has been successfully implemented by USOC between Games. Future ANOC seminars on this activity were suggested.

On the digital media side, USOC advocates providing Olympic and federation news, live streaming of competition events, athlete information – bios and stories, and youth educational material.

And finally in the case of retail and licensing activities, much to Patrick Hickey's interest, NOC national team gear to remain the property of NOCs.

Finally with reference to our Marketing Commission agreement and objectives decided in Kuwait earlier this year there still remains the need for early high level IOC / ANOC discussions on increased involvement to which ANOC may be entitled with regard to future IOC TOP agreements.