



Partnership Workshop Report



28 – 29 JUNE 2016

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I . Workshop Program – Day 1

28th June 2016

Maison du Sport International, Lausanne, Switzerland

Time	Program
13:00 - 14:00	Coffee & Networking
	Welcoming Speech — Mr. Hoss Rafaty Secretary General, WTF
14:00 - 15:00	Keynote Speech — Mr. Mattias Kaestner Bidding in a New Era – Olympic Agenda 2020 Head of Candidature Services, Games Department of IOC
	Congratulatory Remarks — Mr. Andrew Ryan Executive Director, ASOIF
	Coffee Break
15:00 - 16:15	Presentation — Mr. Jon Tibbs Why Host International Sport Events? - Benefits of Hosting the International Sport Events Chairman, JTA
	Presentation 1 — Mr. Jeongkang Seo WTF Events, Why Bid? Head of Bid & Event Project, WTF
	Presentation 2 — Mr. Tim Smith Global Sport Impact Project Event Study – WTF Grand Prix Final 2015 Senior Analyst, Sportcal
	Coffee Break
16:15 - 18:50	Case Study 1 — Mr. Gabriel Ramos Taekwondo Events with Commercial Opportunities Former Executive Director, 2013 World Taekwondo Championships OC
	Case Study 2 — Mr. Steve Flynn Taekwondo Events with Partnership Opportunities Operations Director, GB Taekwondo
	Presentation 3 — Mr. Jeongkang Seo WTF Events, How Bid? Head of Bid & Event Project, WTF
	Discussion How Can the Cities and the Right Holders Mutually Benefit?
	Networking Dinner hosted by the WTF

I . Workshop Program – Day 2

29th June 2016

Maison du Sport International, Lausanne, Switzerland

Time	Program
08:30 - 09:00	Coffee & Networking
	Welcoming Speech — Mr. Jinbang Yang Director General, WTF
	Presentation 1 — Mr. Justin Tenbeth Organizing WTF Events – Entry and Registration Director of Global Membership System, WTF
	Presentation 2 — Mr. Jeongkang Seo Organizing WTF Events Head of Bid & Event Project, WTF - Organizational Process and Fundamental Guarantees - Competitions and Event Schedule - Venues - Travel, Accommodation, Meals and Per Diem - Equipment and Technical Services - Medical Service and Doping Control - Sport Presentation - Official Meetings and Ceremonies - Staff and Volunteers - Security and Insurance
09:00 - 10:30	Coffee Break
	Presentation 3 — Ms. Kyunghee Park Organizing WTF Events - Broadcasting TV Director, WTF
	Presentation 4 — Dr. Won J. Lee Organizing WTF Events - Marketing Member of Marketing Committee, WTF
10:30 - 13:30	Discussion and Wrap up
	Networking Lunch hosted by the WTF
	Individual Meetings

II. Presentations

1. Keynote Speech

Bidding in a New Era - Olympic Agenda 2020

Mr. Mattias Kaestner

Head of Candidature Services of
IOC Games Department

Bidding in a New Era - Olympic Agenda 2020

Mr. Mattias Kaestner



INTERNATIONAL OLYMPIC COMMITTEE

World Taekwondo Federation Bidding in a New Era – Olympic Agenda 2020

Mattias Kaestner, Head of Candidature Services

28 June 2016

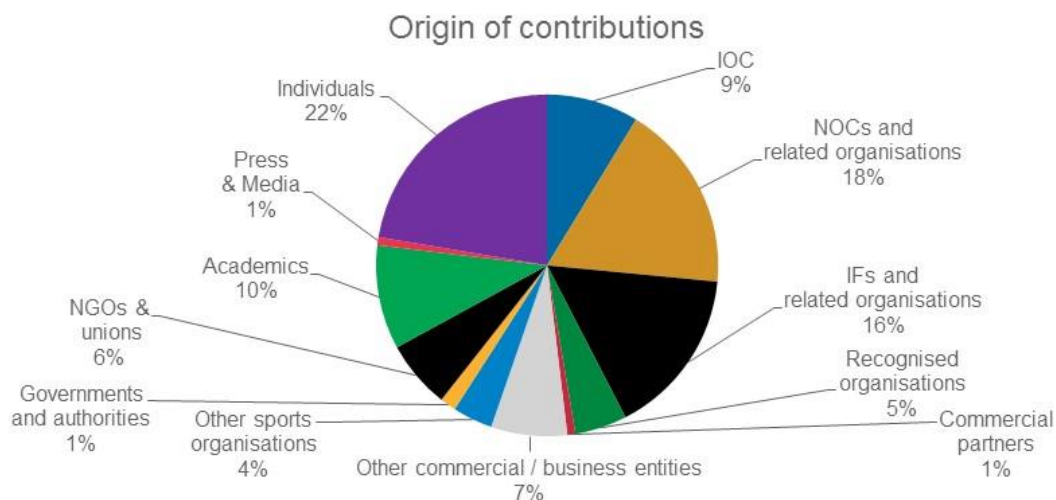
Introducing Olympic Agenda 2020



Bidding in a New Era - Olympic Agenda 2020

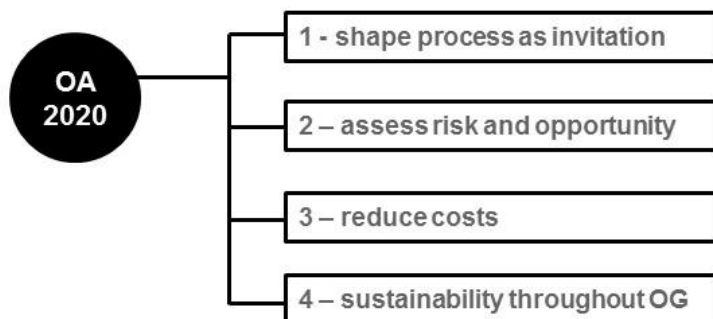
Mr. Mattias Kaestner

An open process: 1,200 ideas were received from 270 contributors



3

Olympic Agenda 2020 related recommendations



All incorporated into new Candidature Process 2024

Bidding in a New Era - Olympic Agenda 2020

Mr. Mattias Kaestner

A New Philosophy – Key Factors



**Sustainability
and Flexibility**



Transparency



**On-going
Dialogue and
Support**

Sustainability and Flexibility



Alignment with city / region / country's long-term legacy needs and development plans



Preliminaries + entire disciplines/sports can be organised outside of host city for reasons of sustainability



Maximum use of existing venues



Use of temporary or demountable venues where no long-term legacy need exists



No minimum capacity requirements

Bidding in a New Era - Olympic Agenda 2020

Mr. Mattias Kaestner

Transparency



All documentation including Host City Contract and IOC financial contribution provided at outset of process



Core requirements clarified and simplified



Ethics and Compliance Office, strong ethics rules, good governance

7

On-going Dialogue/ Support



A three stage process allowing for course correction



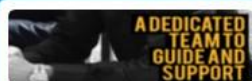
Individual Workshops in each stage of the process



Feedback following each stage of the process



Transfer of Knowledge Programme



A team dedicated to Olympic Candidatures

A new process for 2024 and the future



A new Invitation Phase:

- Exploration workshop with interested city decision makers / NOCs
- What it takes to stage the Olympic Games
- The benefits of hosting the Olympic Games/ benefits of an Olympic Candidature
- Frequently asked questions / misconceptions
- No commitment to bid but better informed decision making

A progressive candidature in 3 stages:

- Progressive development, on-going dialogue, assistance
- Each stage will address different elements of the cities' proposals in the context of the inherent nature of each country, region and city
- The possibility for cities to «course correct» during the process

Outcome?

- Allows each city to present its best **individual** value proposition
- Result: **reduced costs** for Candidate Cities and a more mature & better prepared OCOG xxx 08/07/2016 0

A Three Stage Process



STAGE 1

Vision
Games Concept
Strategy

STAGE 2

Governance
Legal
Venue Funding

STAGE 3

Games Delivery
Experience
Venue Legacy

Bidding in a New Era - Olympic Agenda 2020

Mr. Mattias Kaestner

Benefits of a candidature and hosting the Olympic Games



Economic



- Direct economic impact
- Tourism promotion
- Trade and foreign investment

Social



- Power to mobilise a nation
- Increase sport participation
- Promote Olympic values

Environmental



- Focus on public transport
- Sustainability standards
- "Greening" of the city



Thank You
Q+A



2. Presentation #1

WTF Events, Why Bid?

Mr. Jeongkang Seo

Head of WTF Bid & Event Project Team

WTF Events, Why Bid?

Mr. Jeongkang Seo

Why Bid for WTF Events?

Mr. Jeongkang Seo

Head of Bid & Event Project
World Taekwondo Federation



Background



WTF's New, Innovative Host City Selection process

- To build up mutually beneficial and sustainable partnership which enables successful staging of WTF events
- To create opportunity for the WTF and its Partners to understand and clarify each other's expectations
- To help partners incorporate their own mid-term or long-term strategies into hosting the WTF events for the next 5 years



WTF Events, Why Bid?

Mr. Jeongkang Seo

Events Open to Bid

Name of the Event	Year
WTF World Taekwondo Championships*	2019, 2021
WTF World Taekwondo Grand-prix Series (1, 2, 3)	2017, 2018, 2019, 2021
WTF World Taekwondo Grand-prix Final	2017, 2018, 2019, 2020, 2021
WTF World Taekwondo Team Championships	2017, 2018, 2019, 2020**, 2021
WTF World Taekwondo Junior Championships	2018***, 2020
WTF World Taekwondo Poomsae Championships	2018, 2020
WTF World Taekwondo Cadet Championships	2017, 2019, 2021
WTF World Para-Taekwondo Championships	2017, 2019, 2021
WTF World Taekwondo Beach Poomsae Championships	TBC

* The 2017 WTF World Taekwondo Championships have already been awarded.

** In 2020, there will only be WTF Taekwondo Grand Prix Final.

*** The host of the 2018 WTF World Taekwondo Junior Championships will also have the right to organize the WTF Qualification Tournament for the 2018 Youth Olympic Games.

WTF

Overview of WTF Events



WTF Events, Why Bid?

Mr. Jeongkang Seo

WTF World Taekwondo Championships

Flagship Event

- Globe's largest gathering of elite taekwondo athletes
- Eight weight categories for both men and women
- Reflects both excellence and universality
- G-12 grade event



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WTF World Taekwondo Grand-Prix Series

World's Best

- Brings together the top 32 male and female athletes by Olympic ranking
- Present Olympic-level competition in a media-friendly format
- G-4 grade event



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WTF Events, Why Bid?

Mr. Jeongkang Seo

WTF World Taekwondo Grand-Prix Final

Best-of-the-Best

- Invites top 8 male and female athletes by Olympic ranking
- G-8 grade event
- The WTF Gala Awards held in conjunction with the Grand-Prix Final



The WTF Gala Awards - Highlight



2015 WTF Gala Awards

WTF Events, Why Bid?

Mr. Jeongkang Seo

WTF World Taekwondo Team Championships

Unexpected; Spectacular

- Tag team format competition
- G-2 grade event (TBC)
- WTF considers introducing mixed-gender match format



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WTF World Taekwondo Team Championships - Highlight



2015 WTF World Taekwondo Team Championships Mexico City

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WTF Events, Why Bid?

Mr. Jeongkang Seo

WTF World Taekwondo Junior Championships

Future Superstars

- Features young athletes (ages 15-17)
- Ten weight categories for both male and female
- 2018 Junior Championships will take place in conjunction with Youth Olympic Games Qualification Tournament



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WTF World Taekwondo Poomsae Championships

Discipline, Focus, Performance

- Athletes perform pre-arranged movements demonstrating the full range of taekwondo techniques
- Excellent example of 'sport for all' as there is no age limit set for participation



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WTF Events, Why Bid?

Mr. Jeongkang Seo

WTF World Taekwondo Poomsae Championships - Highlight



Free Style Poomsae – Pair

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WTF World Taekwondo Cadet Championships

Young Generation

- Invites young athletes (ages 12-14)
- Ten weight categories for both male and female
- Competing in world level and exchanging friendship
- Perfect occasion for family engagement in sport with the most of participants accompanied by their family members



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WTF Events, Why Bid?

Mr. Jeongkang Seo

WTF World Taekwondo Cadet Championships - Highlight



2015 WTF World Taekwondo Cadet Championships Muju

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WTF World Para-Taekwondo Championships

One Taekwondo

- Over 350 para-athletes are registered for a competition license
- Approved for the 2020 Tokyo Paralympic Games and the Lima 2019 Parapan American Games
- Reflect both the excellence of the para-athletes and the diversity of taekwondo



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WTF Events, Why Bid?

Mr. Jeongkang Seo

WTF World Para-Taekwondo Championships - Highlight



2015 WTF World Para-Taekwondo Championships Samsun

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WTF World Taekwondo Beach Poomsae Championships

Discipline in Festival

- Showcase taekwondo to more people in a unique place and give fans unforgettable experience
- Ready for featuring at the ANOC World Beach Games in San Diego in 2017 and being globally recognized
- Competition categories
 - Recognized poomsae / Free style poomsae
 - Technical breaking / Free style dynamic kicks
 - Team demonstrations

2 Days of Competition	US\$ 0.3-0.5 Million Budget	N/A Hosting Fee
		
TBC Event Frequency	150 Athletes	100 Officials
2017 2018 2019 2020 2021		
250 Hotel Capacity	Outdoor Venue Capacity	25m x 40m Size of the FOP (No. of Courts)
		

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WTF Events, Why Bid?

Mr. Jeongkang Seo

Benefits of Hosting WTF events



Generating Economic Impact (1)

Tangible Impact

- Direct impact through event visitors, organizers, team and any entourages
- Induced economic impact due to the growth in purchasing power (multiplier effect)
- Media value generated for the host city



“ 2015 WTF World Taekwondo Championships Chelyabinsk Russia generated **14 Million USD** of total tangible economic impact. ”

Host City Benefits Report, Repucom (2015)

WTF Events, Why Bid?

Mr. Jeongkang Seo

Generating Economic Impact (2)

Intangible Impact

- Opportunity to present the city to a global audience
- International athletes, officials and media representatives get to know the host city and can act as opinion makers in their home countries
- High-profile taekwondo events as an attractive leisure activity for the local community.

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Creating Social Values (1)

Taekwondo Humanitarian Foundation

- The WTF launched the THF (Taekwondo Humanitarian Foundation)
- Signed a framework agreement with the UNHCR (United Nations Refugee Agency)
- Dispatched taekwondo coaches and instructors to the WTF Taekwondo Academies at refugee camps



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WTF Events, Why Bid?

Mr. Jeongkang Seo

Creating Social Values (2)

Development Programs

- World Taekwondo Peace Corps
 - Dispatched to over 374 countries around the world since 2008
- World Youth Taekwondo Training Camps
 - To date, 1,010 young athletes from 63 nations have taken part

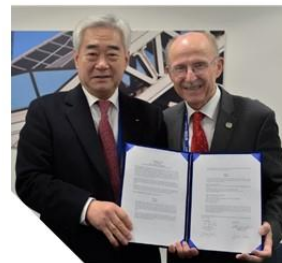


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Creating Social Values (3)

Development Programs

- Youth Leadership Program
 - MoU with United Nations Office on Sport for Development and Peace (UNOSDP)
 - Delivered Youth Leadership Program
- WTF-Kyunghee University Partnership Training Program
 - Over 350 participants from almost 100 countries have taken part in the program



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WTF Events, Why Bid?

Mr. Jeongkang Seo

Creating Social Values (4)

Gender Equality

- Having an equal number of male and female athletes and referees in Rio 2016 taekwondo
- Allowing the wearing of the hijab in competition
- Empowering Muslim women to be active sportspersons



WTF

Creating Social Values (5)

Para-Taekwondo

- Formed Para-Taekwondo Committee in 2006 and developed the concept of the Para-taekwondo Championships
- Para-Taekwondo Championships were eventually inaugurated in 2009
- Official program of Tokyo 2020 Paralympic Games



WTF

WTF Events, Why Bid?

Mr. Olof Hansson

Para-Taekwondo

Olof Hansson

Para-Taekwondo Manager



Para-Taekwondo



- 1) Background
- 2) Sport Classes
- 3) Growth and Development
- 4) Difference to other WTF events
- 5) WTF World Para-Taekwondo Championships
- 6) Benefits



WTF Events, Why Bid?

Mr. Olof Hansson

1) Background

Background

- Development started in 2006
- 1st World Para-Taekwondo Championships in 2009
- Approved for 2020 Tokyo Paralympic, January 31, 2015
- Approved for Lima 2019 Parapan American Games, March 2, 2016



2) Sport Classes

Sport Classes

- “K” for Kyorugi and “P” for Poomsae
- The number indicates the impairment
- K41 – K44 classes are the only ones considered for the Paralympic and Parapan American Games
- P20 Intellectually impaired athletes
- P31 – P34 athletes with a motor impairment
- These classes are currently on the program for WTF World Champs
- Development for Visually Impaired athletes (P11-P13) are ongoing



WTF Events, Why Bid?

Mr. Olof Hansson

3) Growth and Development

Growth and Development

- 372 athletes with a license from 61 countries, June 28, 2016
- 172 known athletes from 44 countries, February 10, 2014
- World Ranking introduced in 2015
- 2016 July World Para-Taekwondo Ranking
 - 42 Countries
 - 150 Male and 40 Female athletes
 - 11/12 Male and 9/12 Female events has ranked athletes
- P20 (introduced in 2014)
 - 2 athletes in 2014
 - 39 athletes as of July 2016
- P30 (introduced in 2015)
 - 4 athletes in 2015 World Championships
 - 17 athletes as of July 2016

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4) Difference to other WTF events

What is the difference from other WTF events?

- NOT MUCH!
- Requires set up for both Poomsae and Kyorugi
 - Using same equipment and Referees as for regular athletes
- Officials
 - WTF Certified International Classifiers required
 - Teams will bring extra support staff for high need athletes
- Combined with other Championships
 - Possible to combine the WTF World Para-Taekwondo Championships with other events

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WTF Events, Why Bid?

Mr. Olof Hansson

5) WTF World Para-Taekwondo Championships



6th WTF World Para-Taekwondo Championships (G-8)

- Held over one (1) day in Samsun, Turkey
- 3 courts (1 court used 3 hours for poomsae competition)
- 119 athletes from 34 countries
- 3 impairment types

7th WTF World Para-Taekwondo Championships (G-10)

- 1-2 days of competition
- 3 courts
- 200-250 athletes from 50 countries
- 3 impairment types

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6) Benefits



Benefits

- Initiate and promote your Para-Taekwondo program
- Associate yourself with the IPC and the Paralympic & Parapan American Games
- Market your city as accessible city for persons with an impairment
- Provide a life time experience to hundreds of para-athletes
- Host the highest ranking Para-Taekwondo event in the WTF Calendar

WTF

3. Presentation #2

Global Sport Impact Project Event Study - WTF Grand Prix Final 2015

Mr. Tim Smith

Senior Analyst of Sportcal

Global Sport Impact Project Event Study – WTF Grand Prix Final 2015

Mr. Tim Smith



WTF Workshop

Lausanne – 28th June 2016

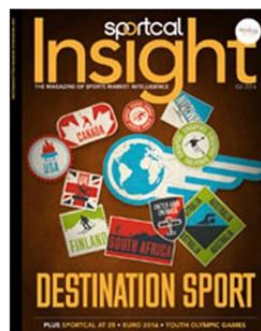
Global Sports Impact Project

Event Study – WTF Grand Prix Final 2015

Tim Smith – Senior Analyst, Major Events

Sportcal

- Leading sports market intelligence organisation
- 25 years old
- News, Calendar, Directory
- Online Intelligence Services;
 - Media
 - Sponsorship
 - Events & Bidding
 - Destinations (future development)
- Sportcal Insight Magazine
- Global Sports Impact Project



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Sports Market Intelligence

Global Sport Impact Project Event Study – WTF Grand Prix Final 2015

Mr. Tim Smith

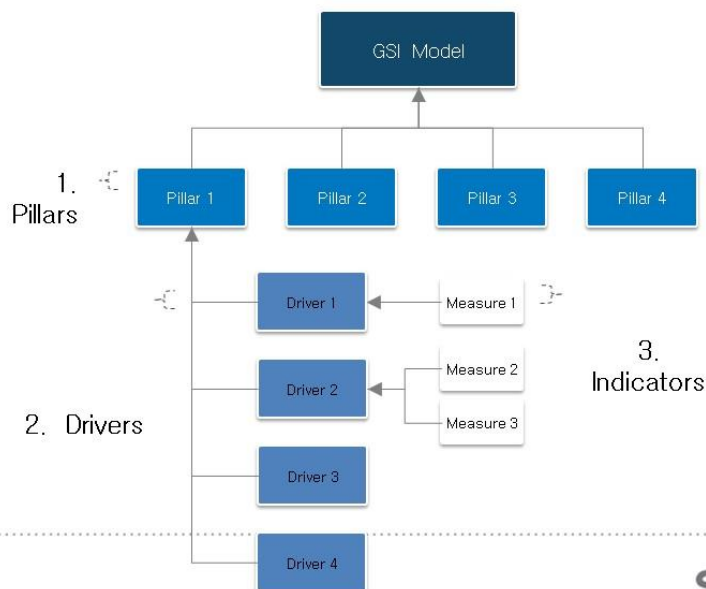
Global Sports Impact Project [GSI]

- Common approach to understanding the holistic impact of sport
- Standard methodology for measuring data
- Data management system for storing & analysing the data
- Capture the narrative & communicate the stories
- Post event analysis – knowledge exchange and lessons learnt
- Recognise the true value of sport
- Experts programme

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Sports Market Intelligence

GSI Model



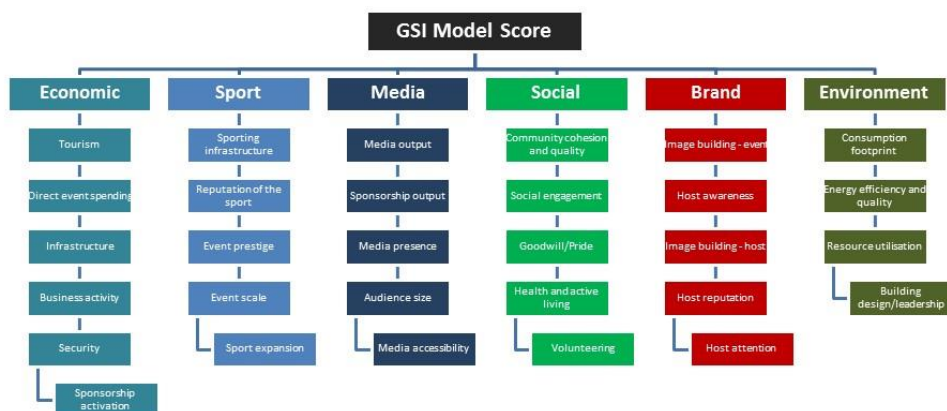
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Global Sport Impact Project Event Study – WTF Grand Prix Final 2015

Mr. Tim Smith

GSI Model



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Event Studies



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Global Sport Impact Project

Event Study – WTF Grand Prix Final 2015

Mr. Tim Smith

WTF World Taekwondo Grand Prix Final 2015

- Remote study
- Sections:
 - Overview
 - Economic
 - Financial
 - Media
 - Social Media
 - Sponsorship
 - Sporting
 - Social
 - WTF Gala Awards
 - WTF World Cup Taekwondo Team Championships
 - Comparative Data Analysis

Economic	
Attendance - Total	6,500
Ticketed Attendance	1,600
Non-Ticketed Attendance	4,900
Venues	1
Sporting	
Athletes - Total	64
Male / Female	32 / 32
Domestic / Overseas	8 / 58
Continental Reach	5
Competing Nations	28
Media	
TV Continental Reach	6
TV Nations	87
Incl. Magazine / News	Worldwide
Broadcasters	16
Incl. Magazine / News	-
Accredited Media	146
Social	
Volunteers	78

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Economic

What we found:

Attendance

Total attendance: 6,500
Tickets sold: 1,600

Cumulative attendance breakdown	
Ticketed	1,600
Non-Ticketed	4,400
VIP	500
Total	6,500

Bed Nights

Grand Prix Final: 1,492
WTF WC Team: 1,167
Total: 2,659

World Taekwondo Grand Prix Final bed nights			
	Quantity	Average length of stay	Bed nights
Athletes	58	5	290
Family / Friends ¹	29	5	145
Officials (Team) ²	125	5	625
Officials (Technical) ²	47	3	141
Volunteers ¹	8	3	24
WTF Staff	30	5	150
Media	39	3	117
Total			1,492

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Global Sport Impact Project

Event Study – WTF Grand Prix Final 2015

Mr. Tim Smith

Media

TV

TV hours produced: 9
Broadcasters: 16
TV Nations: 87

YouTube

114,590 views
for videos on 5-6 Dec, within 48 hours.

Social Media

21,250 Facebook likes
for posts on 5-6 Dec, within 48 hours.

YouTube Audience by Nation - Top 10

Country	Continent	Views
Mexico	North America	41,296
USA	North America	29,219
Brazil	South America	15,935
Russia	Europe	15,922
Indonesia	Asia	13,590
Turkey	Europe	11,640
United Kingdom	Europe	11,457
Morocco	Africa	8,573
South Korea	Asia	8,463
Spain	Europe	7,948



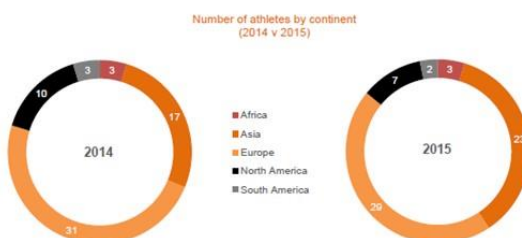
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Sporting

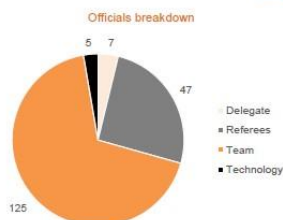
Participants

Athletes: 64
Competing nations: 28
Continents: 6



Officials

Team: 125
Referees: 47
Delegates: 7
Technical: 5



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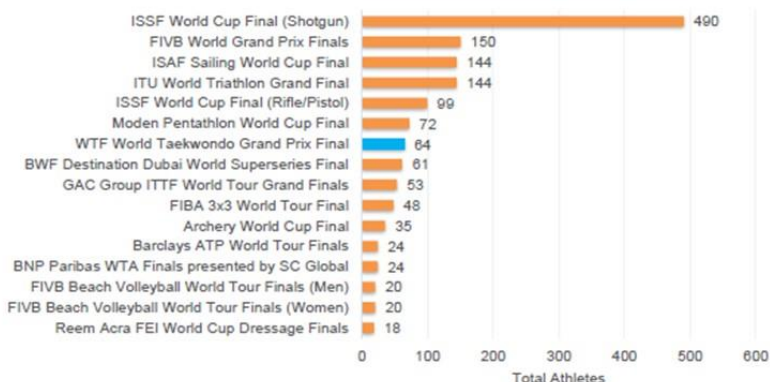
Global Sport Impact Project

Event Study – WTF Grand Prix Final 2015

Mr. Tim Smith

Comparative Data Analysis

Number of athletes at comparable world series finals events in 2015

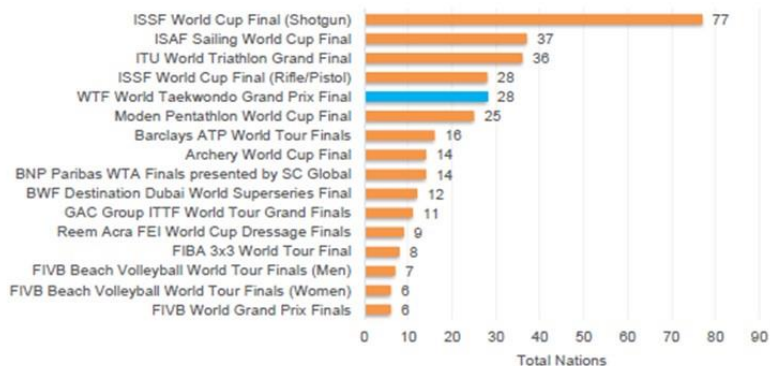


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Comparative Data Analysis

Competing nations at comparable world series finals events in 2015



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Global Sport Impact Project

Event Study – WTF Grand Prix Final 2015

Mr. Tim Smith

Summary



- Attendance and bed nights
- TV and digital media reach
- All continents represented
- Further conclusions across financial, sponsorship, social impacts
- Top 5 event, out of world series finals

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Global Sports Impact Report



- **Events Report in July**
 - 47 sports | 83 events
 - 74 world championships | 9 multi-sport games
 - 38 host nations | 118 cities
- **Across the 83 events**
 - 13.4 million spectators
 - 70,000 athletes
 - 115,000 volunteers

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Global Sport Impact Project Event Study - WTF Grand Prix Final 2015

Mr. Tim Smith

GSI Report



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GSI Report – Bed Nights

- Every event produces a number of participant and media bed nights **before a single spectator is counted.**
- According to GSI Report 2016...
 - Over **1.7 million** bed nights created
 - Across 83 events
 - Creating a total direct impact of over **\$400 million**
 - **Before a single ticket is sold.**

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Sports Market Intelligence

Global Sport Impact Project

Event Study – WTF Grand Prix Final 2015

Mr. Tim Smith

GSI Report – Bed Nights



Estimated bed nights

Visitor type

Athletes	8,700
Officials - Team	6,000
Officials - Technical	1,300
Accredited Media	1,500
Total	17,500
Direct impact	\$4.4 million

14th / 74

world championships in 2015

Before a single ticket is sold.

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GSI Nations Index

Top 20 Global Sports Nations 2009-2022

Rank	+/-	Nation	Events	Index Total
1	=	Russia	37	41,352
2	=	Canada	48	40,205
3	=	United Kingdom	30	37,191
4	=	China	40	36,924
5	=	USA	39	33,985
6	=	Germany	39	28,022
7	+2	France	27	24,786
8	=	Brazil	10	24,753
9	-2	Italy	33	24,555
10	+1	Japan	22	22,886
11	-1	Korea	25	21,462
12	=	Spain	18	19,762
13	=	Netherlands	23	18,877
14	+1	Denmark	17	15,604
15	+4	Australia	19	15,241
16	=	Austria	17	15,234
17	=	Sweden	18	14,136
18	-4	Turkey	15	12,861
19	+5	Qatar	8	12,512
20	-2	Poland	13	12,474

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Global Sport Impact Project

Event Study – WTF Grand Prix Final 2015

Mr. Tim Smith

GSI Cities Index

Top 20 Global Sports Cities 2009-2022

Rank	+/-	City	Nation	Points
1	=	London	United Kingdom	22,350
2	+2	Rio de Janeiro	Brazil	17,209
3	-1	Moscow	Russia	15,777
4	-1	Tokyo	Japan	15,310
5	=	Paris	France	12,219
6	+1	Doha	Qatar	10,958
7	-1	Copenhagen	Denmark	8,364
8	=	Kazan	Russia	7,028
9	+12	Beijing	China	7,013
10	-1	Sochi	Russia	6,622
11	+1	Rotterdam	Netherlands	6,528
12	+45	Budapest	Hungary	6,405
13	-3	Auckland	New Zealand	6,046
14	+5	Glasgow	United Kingdom	5,909
15	-2	Vancouver	Canada	5,059
16	-5	Istanbul	Turkey	5,052
17	=	Helsinki	Finland	4,851
18	+39	Gold Coast	Australia	4,594
19	-4	Barcelona	Spain	4,558
20	-4	Pyeongchang	Korea	4,532

www.sportcal.com

sportcal
Sports Market Intelligence

Summary

As a result of conducting a Sportcal GSI Event Study, event owners, organisers and hosts can develop...

Impact

Better understand the holistic impacts from hosting the event.

Standardisation

Standard methodology for gathering and analysing data.
Capture data and narrative from the event.

Strategic planning

External observations and critical feedback (advanced).

Knowledge transfer

Use as a knowledge transfer tool.

Communications

Better communication of true impact.

www.sportcal.com

sportcal
Sports Market Intelligence

Global Sport Impact Project Event Study – WTF Grand Prix Final 2015

Mr. Tim Smith

GSI Summit 2017

- GSI Summit
- Lausanne
- January 2017 (tbc!)
- GSI Partners
- GSI Experts
- Sports
- Destinations
- Academics



www.sportcal.com

sportcal
Sports Market Intelligence

sportcal
Sports Market Intelligence

Thank You

Tim Smith

Senior Analyst, Major Events

tim.smith@sportcal.com

4. Case Study #1

Taekwondo Events with Commercial Opportunities

Mr. Gabriel Ramos

Former Executive Director of Organizing Committee for
2013 World Taekwondo Championships

Taekwondo Events with Commercial Opportunities

Mr. Gabriel Ramos



TAEKWONDO EVENTS WITH COMMERCIAL OPPORTUNITIES

[/MoveoLabSport](https://www.facebook.com/MoveoLabSport)
[@moveolab](https://twitter.com/moveolab)
[/MoveoLabSport](https://www.youtube.com/channel/UC...)

www.moveolab.com.mx



The company

- We create concepts and provide valuable and innovative services to our partners: sports organizations, athletes, media and brands.
- Since our creation in 2013, we have managed more than 30 sporting events, broadcast on TV in over 190 countries, connecting 300,000 spectators to 4,000 athletes coming from 160 countries. We have also advised national and regional brands in their sports communication.
- We create or bring to Mexico the best international events, to inspire the Mexican sport community and showcase to the world the country's talents and success stories from bid to event management.



www.moveolab.com.mx

Gabriel Ramos

gabriel@moveo-lab.com

Taekwondo Events with Commercial Opportunities

Mr. Gabriel Ramos



Gabriel Ramos



GABRIEL RAMOS

Director of Events & Co-Founder of Moveo Lab

Gabriel is a graduate of the Tecnológico de Monterrey with a degree in Economics. He lived in Melbourne, Australia, for two years, working in sports marketing. When he came back to Mexico, he became Commercial Director at Havas Sports Mexico, looking after sales and marketing of the 2011 Pan-American Games of Guadalajara. He left Havas in 2013 to take the role of Executive Director of the Taekwondo World Cup in Puebla and serve as a consultant in the 2014 South American Games in Chile. He is passionate about sport and practice triathlon as a hobby.

Gabriel Ramos

gabriel@moveo-lab.com



Experience

Commercial Director



Deputy Commercial Director



Executive director for the following events:



LOC Consultant



Events Director



Taekwondo Events with Commercial Opportunities

Mr. Gabriel Ramos

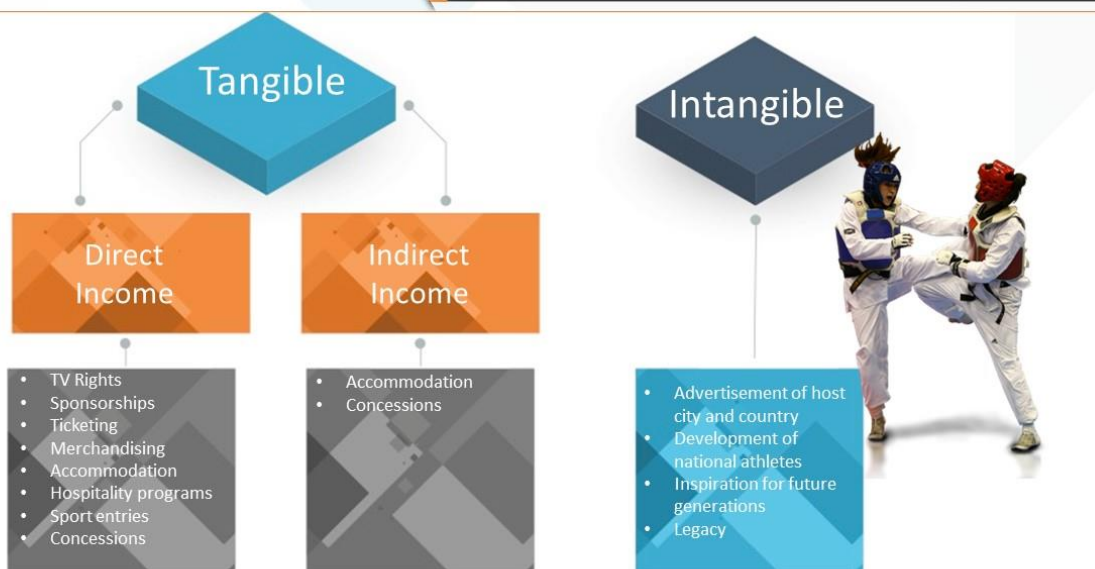


Taekwondo Events with Commercial Opportunities

Mr. Gabriel Ramos



Benefits of hosting WTF events



Gabriel Ramos

gabriel@moveo-lab.com



Case Study



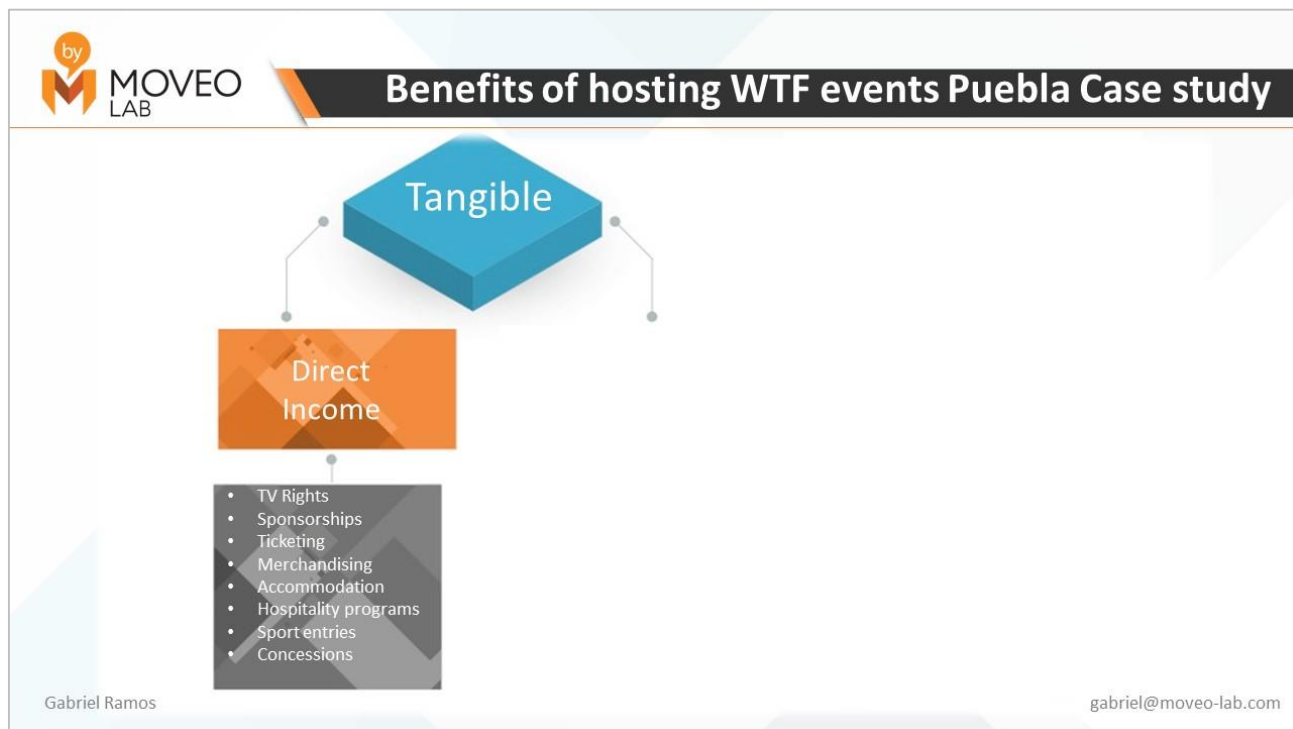
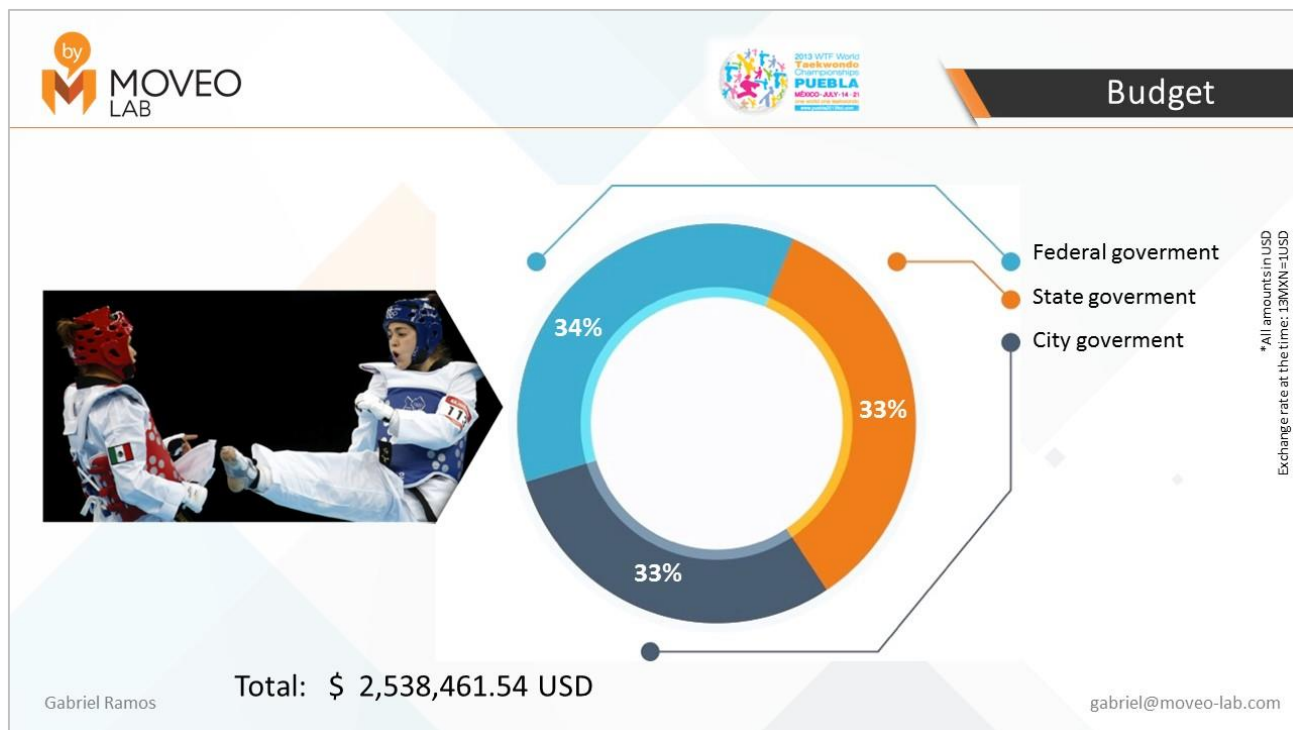
2013 WTF World
Taekwondo
Championships
PUEBLA, MÉXICO
13 - 21 JULY

Gabriel Ramos



Taekwondo Events with Commercial Opportunities

Mr. Gabriel Ramos



Taekwondo Events with Commercial Opportunities

Mr. Gabriel Ramos



TV Rights



Broadcast in more than 130 countries

Gabriel Ramos

gabriel@moveo-lab.com



Local Sponsors in Puebla



Total Budget

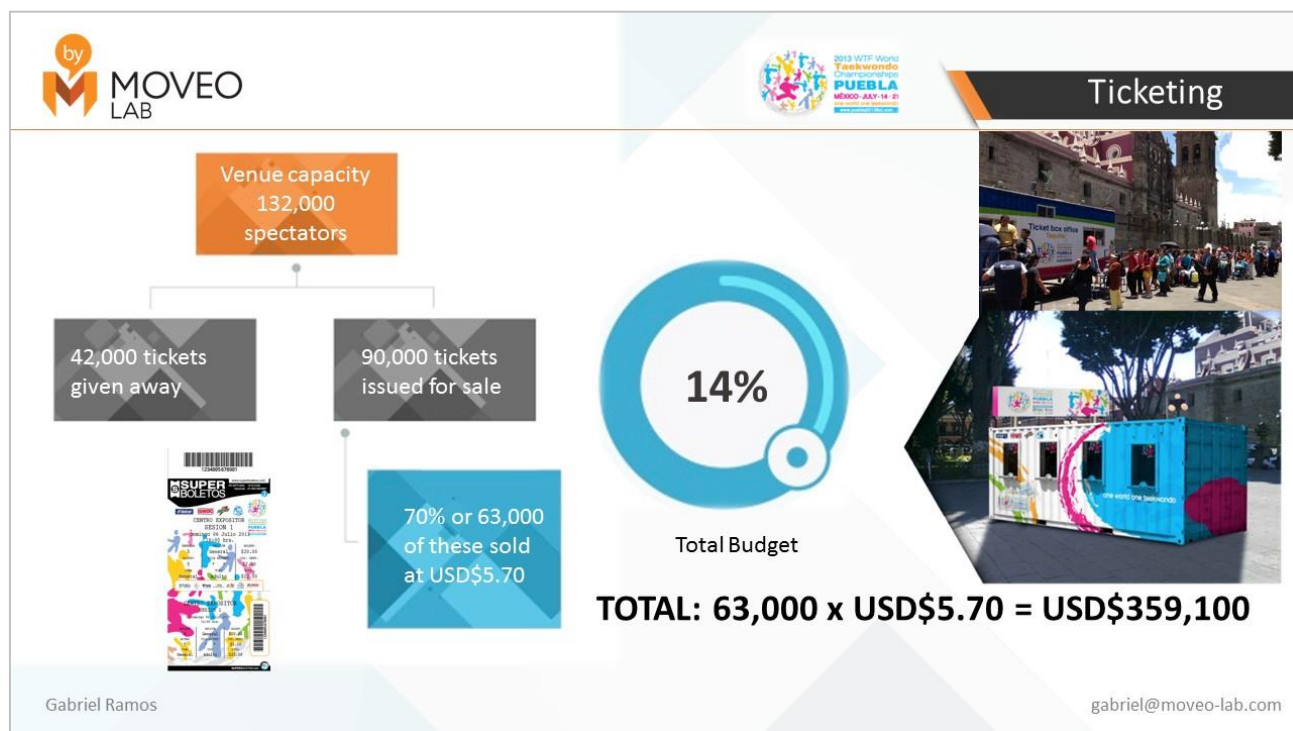
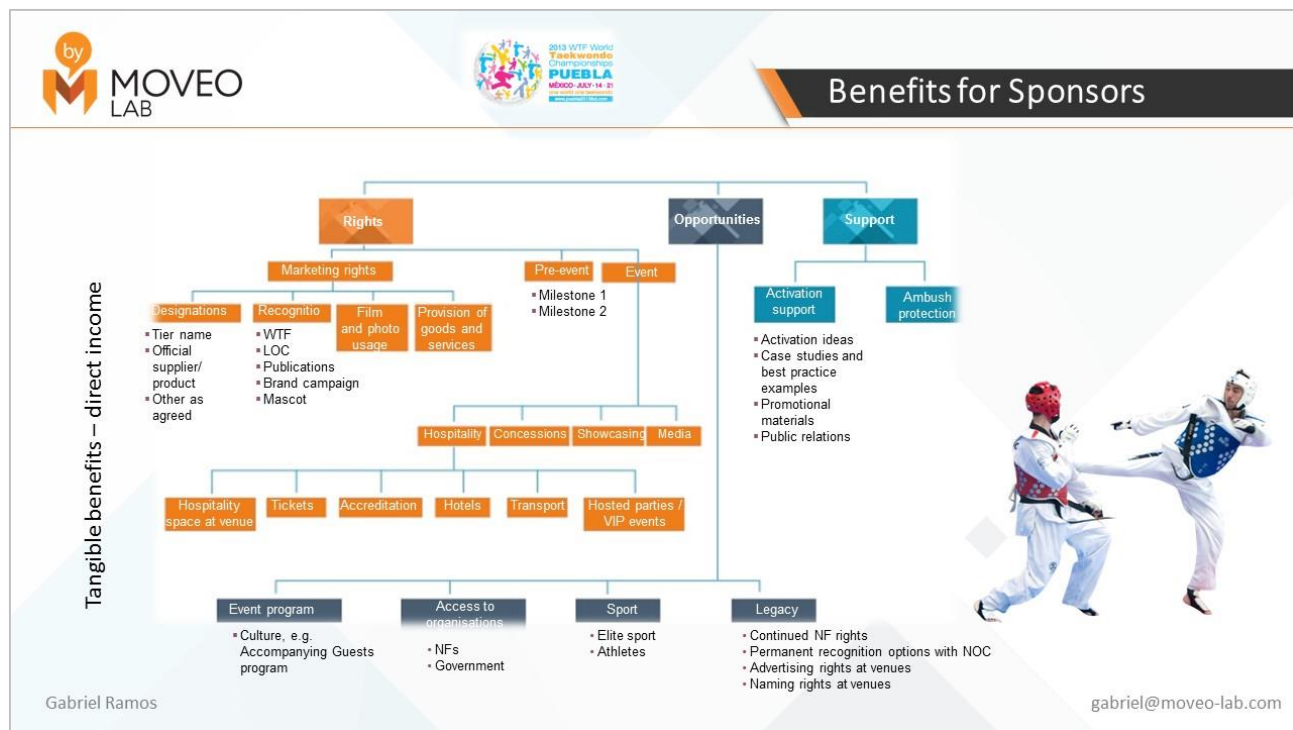
*All amounts in USD
Exchange rate at the time: 13MXN=1USD

Gabriel Ramos

gabriel@moveo-lab.com

Taekwondo Events with Commercial Opportunities

Mr. Gabriel Ramos



Taekwondo Events with Commercial Opportunities

Mr. Gabriel Ramos



Merchandising



Comes from: LOC, Federal government, State government, City government

Activities:



Gabriel Ramos

gabriel@moveo-lab.com



Accommodation, food & beverage

Accommodation income



Food and beverage income



Total Budget

LOCs are able to charge hotels a 10% commission.

Gabriel Ramos

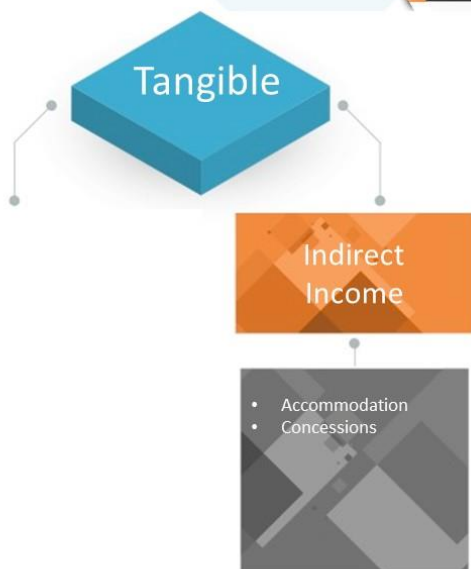
gabriel@moveo-lab.com

Taekwondo Events with Commercial Opportunities

Mr. Gabriel Ramos



Benefits of hosting WTF events



Gabri

lab.com



Tangible

Accommodation

Indirect Income



Puebla welcomed 81,376 tourists from all over the world, generating a hotel occupancy rate of **85-99%** and benefits of **USD\$14,553,784**
More than 20% compare with 2012*

Gabriel Ramos

gabriel@moveo-lab.com

Taekwondo Events with Commercial Opportunities

Mr. Gabriel Ramos



Taekwondo Events with Commercial Opportunities

Mr. Gabriel Ramos



Intangible

Development of Local Athletes

2007 3 Medals
2009 2 Medals
2011 No Medals

Medals for Mexico in Puebla 2013:



1 gold



3 silver




1 bronze



Gabriel Ramos


gabriel@moveo-lab.com



Intangible

Inspiration for future generations

Development of sport




Healthy lifestyle

Government Programs

• Development of sport in communities

• Healthy lifestyle, a new generation of athletes

• Government programs, adequate infrastructure



Gabriel Ramos

gabriel@moveo-lab.com

Taekwondo Events with Commercial Opportunities

Mr. Gabriel Ramos



Intangible

Legacy

Tangible benefits – indirect income



Gabriel Ramos

gabriel@moveo-lab.com



Intangible

Legacy



Development of sport technical knowledge - staff will be able to successfully perform in other Sport events

Gabriel Ramos

gabriel@moveo-lab.com

Taekwondo Events with Commercial Opportunities

Mr. Gabriel Ramos



Wrap-up

Recommendations:

- ✓ A strong commitment from the 3 government entities.
- ✓ A clear and timely commercial plan for sponsor sales
- ✓ Marketing plan and promotion - 6 months before

Gabriel Ramos

gabriel@moveo-lab.com



GRACIAS!

Gabriel Ramos

gabriel@moveo-lab.com



www.moveolab.com.mx

5. Case Study #2

Taekwondo Events with Partnership Opportunities

Mr. Steve Flynn

Operation Director of GB Taekwondo

Taekwondo Events with Partnership Opportunities

Mr. Steve Flynn



Taekwondo Events with Partnership Opportunities

Mr. Steve Flynn

THE OPPORTUNITY

London 2012 Impact

Boost for Taekwondo & WTF

Attractive Proposition

Taekwondo – UK Priority

Cooperation



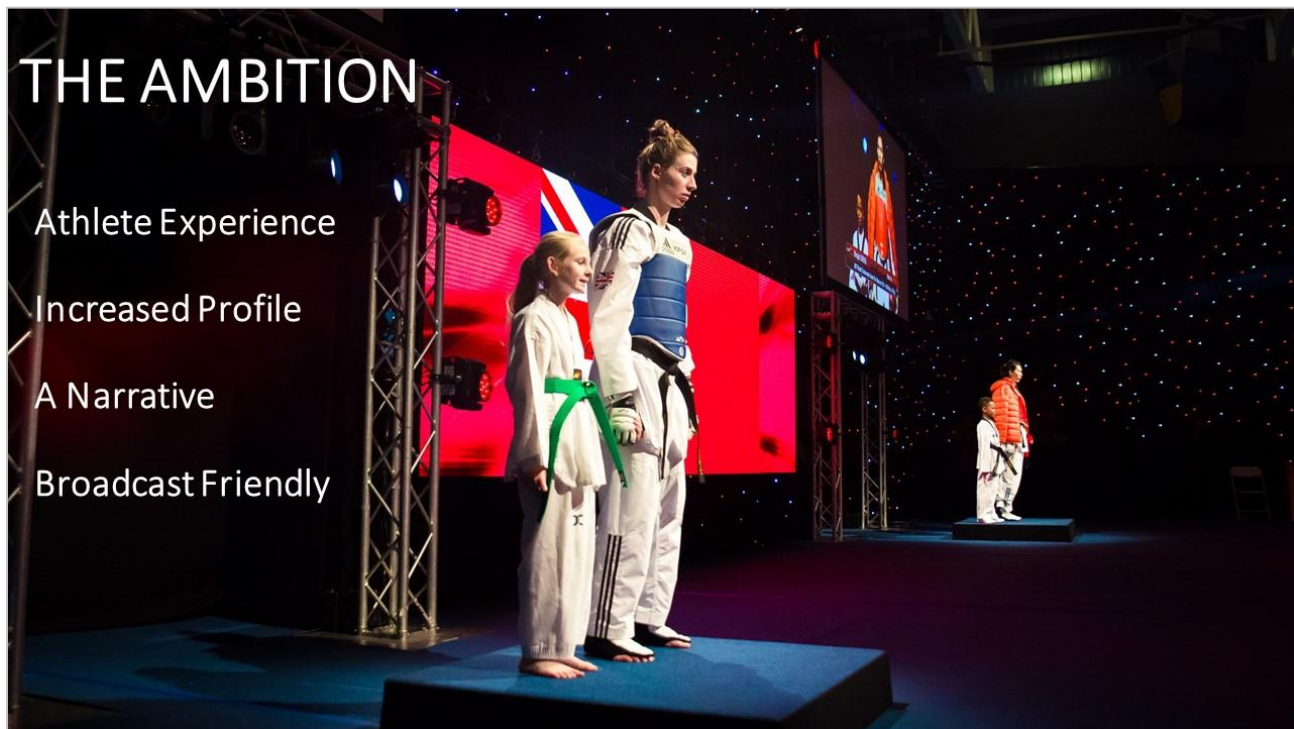
THE AMBITION

Athlete Experience

Increased Profile

A Narrative

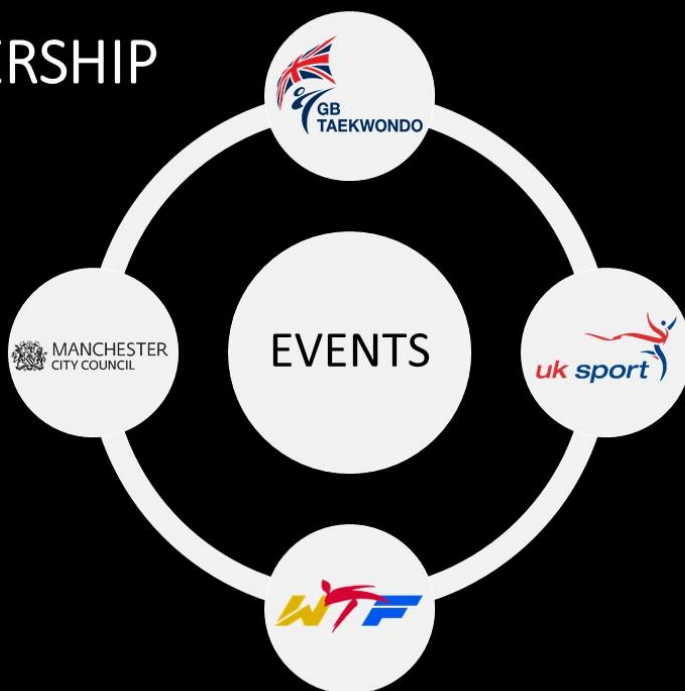
Broadcast Friendly



Taekwondo Events with Partnership Opportunities

Mr. Steve Flynn

UK PARTNERSHIP

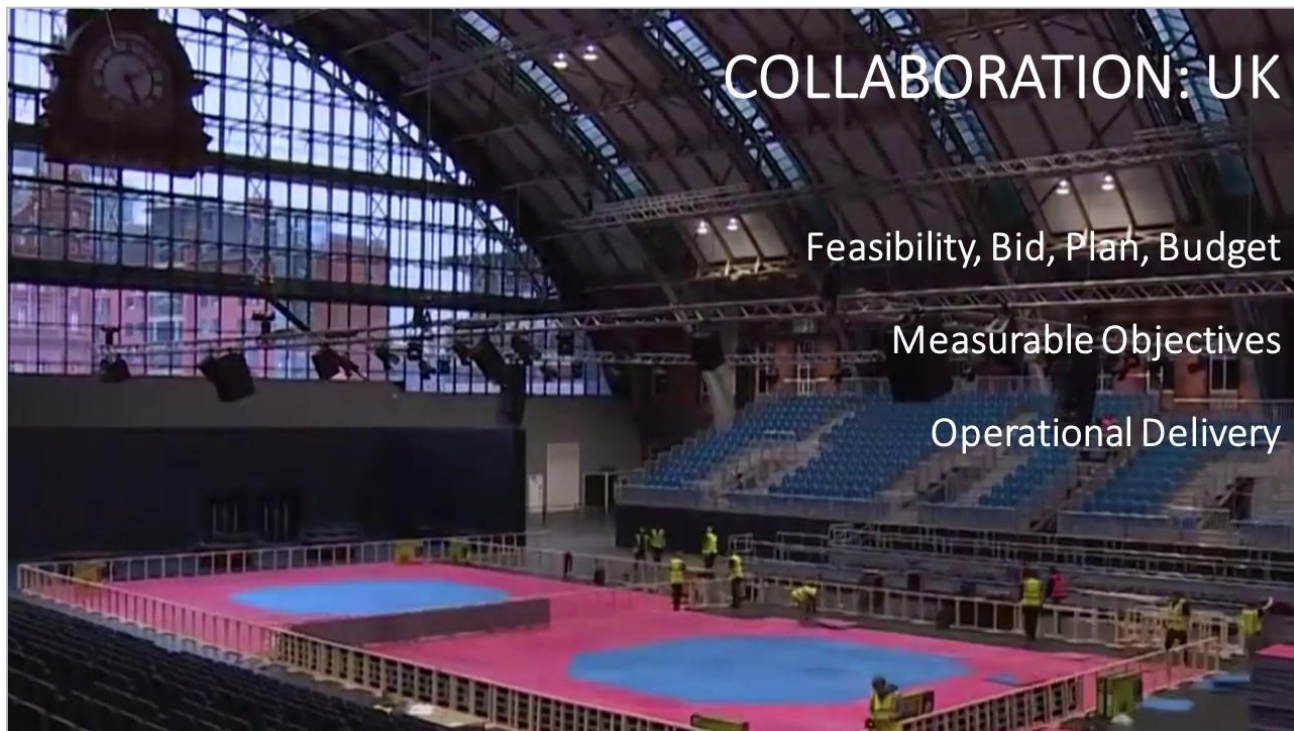


COLLABORATION: UK

Feasibility, Bid, Plan, Budget

Measurable Objectives

Operational Delivery



Taekwondo Events with Partnership Opportunities

Mr. Steve Flynn

COLLABORATION: WTF

Brand, Look & Feel

Competition Format

Broadcast and Commercial



GB TAEKWONDO OBJECTIVES

Athlete Performance



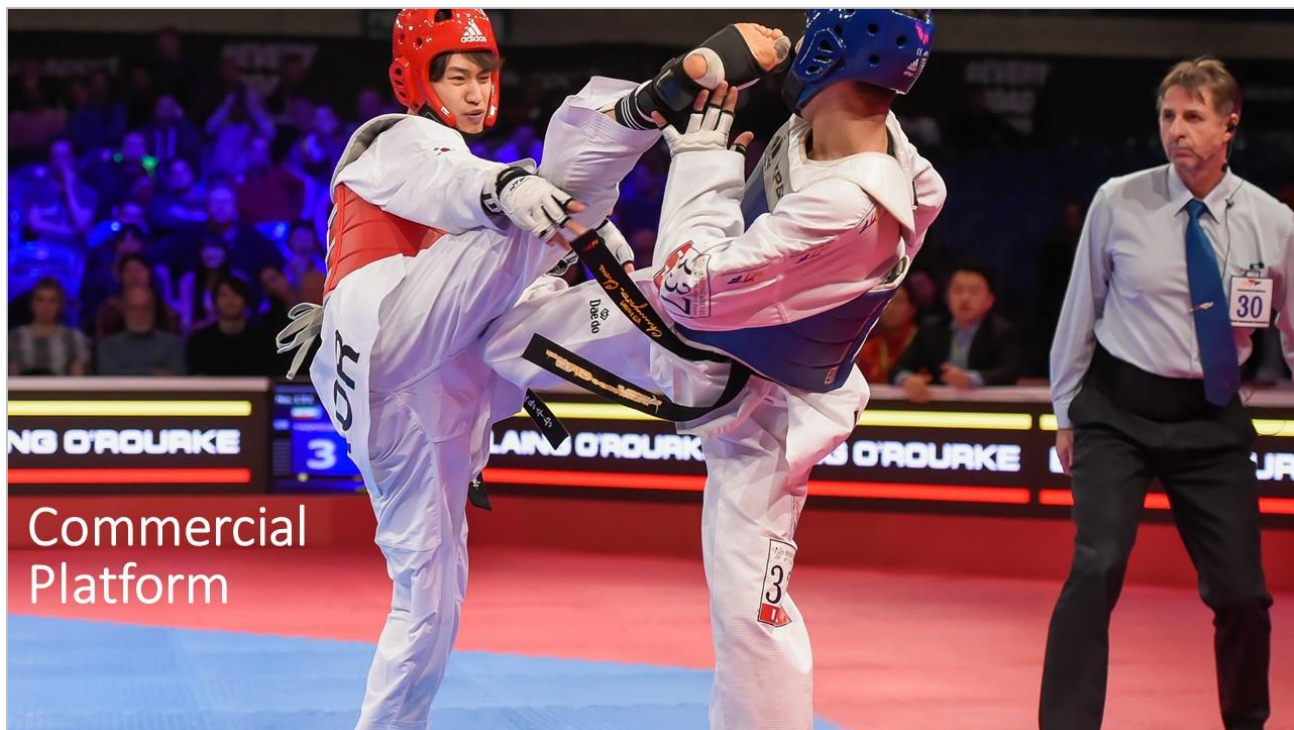
Taekwondo Events with Partnership Opportunities

Mr. Steve Flynn



Taekwondo Events with Partnership Opportunities

Mr. Steve Flynn



Taekwondo Events with Partnership Opportunities

Mr. Steve Flynn



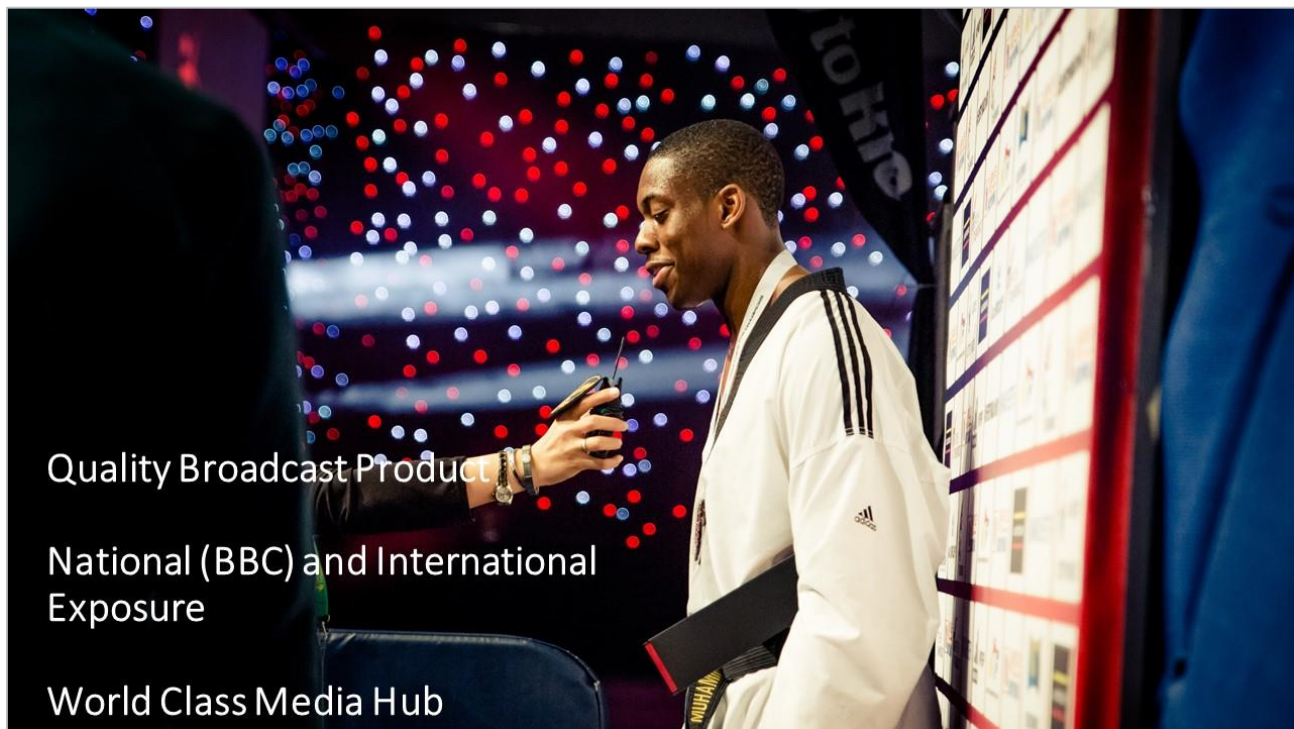
High Performance Success

Sport Engagement

Legacy of London 2012 &
Glasgow 2014

Economic & Social Impact

Medal Winning
Performances



Quality Broadcast Product

National (BBC) and International
Exposure

World Class Media Hub

Taekwondo Events with Partnership Opportunities

Mr. Steve Flynn

PARTNER OBJECTIVES MANCHESTER



Global exposure

Taekwondo Events with Partnership Opportunities

Mr. Steve Flynn



Taekwondo Events with Partnership Opportunities

Mr. Steve Flynn



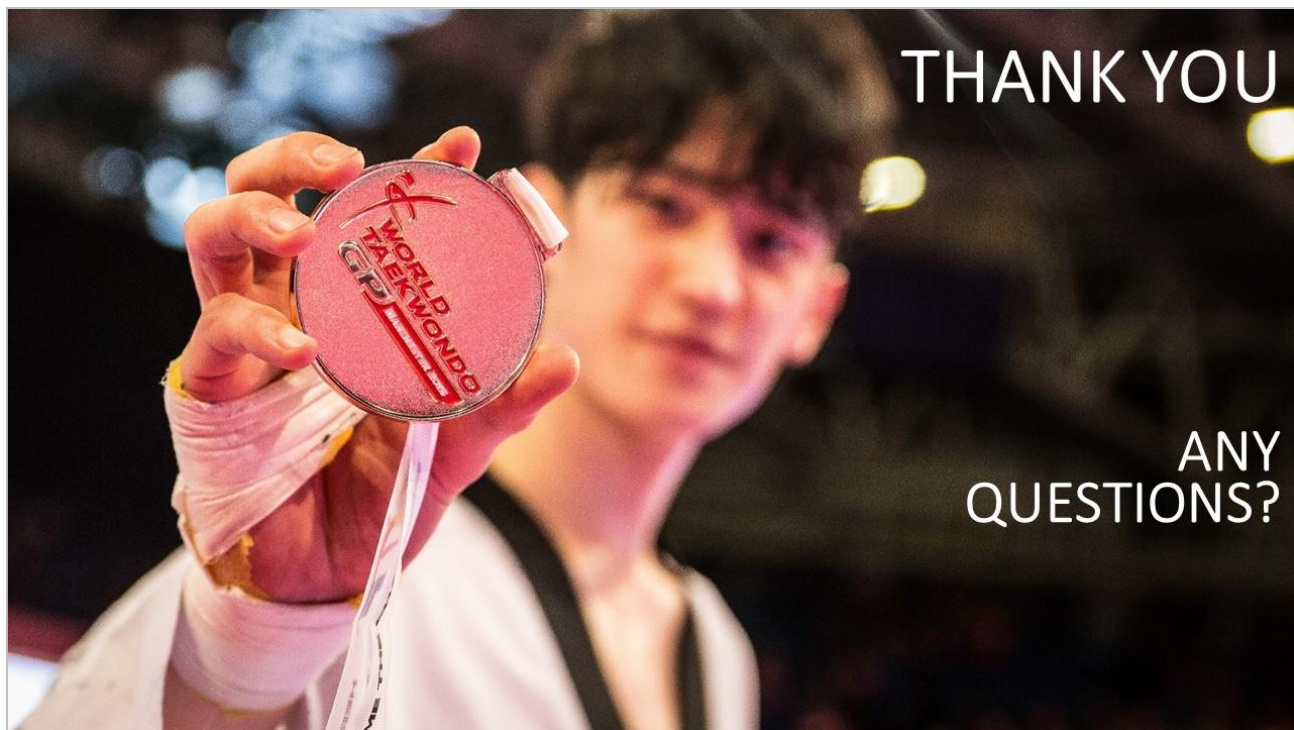
Taekwondo Events with Partnership Opportunities

Mr. Steve Flynn



Taekwondo Events with Partnership Opportunities

Mr. Steve Flynn



6. Presentation #3

WTF Events, How Bid?

Mr. Jeongkang Seo

Head of WTF Bid & Event Project Team

WTF Events, How Bid?

Mr. Jeongkang Seo

WTF Events, How Bid?

Mr. Jeongkang Seo

Head of Bid & Event Project
World Taekwondo Federation



Bid Timeline

Date	Procedure
May 25 – June 15	- Submission of the Letter of Intent (LOI)
June 28 - 29	- Partnership Workshop
July 22 – October 21	- Submission of the Bid File
November 14	<ul style="list-style-type: none"> - The WTF Council Meeting - Final Presentation of the Bidders - Selection of the Host cities - Signing of the Host City Contract

* Timeline is subject to change

WTF Events, How Bid?

Mr. Jeongkang Seo

Bid File

Change in concept of the Bid Application Form

WTF
Bid Application Form
 (World Taekwondo GP Final 2016 & World Taekwondo Team Championships 2016)

To: Dr. Chungwon Choe
 President

Address: World Taekwondo Federation
 5th FL, Kook Bldg., 15 Myeong-dong, Jongno-gu
 Seoul, Korea, 05084

E-mail: wtf@wtf.org

Name of applying Member National Association: _____

Proposed dates (1-day competitions for GP Final Hybrid & 1 day for Gae Aesol & 2-day competitions for Team Championships): _____

Proposed Host City and Country: _____

In accordance with Article 22.5 of the WTF Statutes, we hereby submit this application for hosting the abovementioned Championships and Gae Aesol on the proposed date and place as above, proposing a specific amount of hosting fee to the WTF. By submitting this form, we hereby confirm that we understand and accept all requirements described in technical manual.

 Name of President

 Signature of President

WTF
 Bidding Application Form: GP Final Hybrid 2016 & Team Championships



Bid File

Draft as of 28 June 2016



WTF Events, How Bid?

Mr. Jeongkang Seo

Table of Contents

- | | |
|----------------------------|-----------------------|
| I. General Information | III. Budget |
| 1) Bidder | 1) Revenues |
| 2) Event | 2) Expenses |
| 3) Motivation | |
| 4) Competitive Edge | IV. Guarantee Letters |
| II. Functional Information | |
| 1) Venue | |
| 2) Transportation | |
| 3) Accommodations | |
| 4) Medical and Anti-Doping | |
| 5) Insurance and Security | |
| 6) Legacy | |

WTF

I. General Information

WTF

WTF Events, How Bid?

Mr. Jeongkang Seo

1) Bidder

Name of WTF MNA				Name of City			
Name of President				Name of Mayor			
Mandatory Signature		(Signature)		Mandatory Signature		(Signature)	
Contact Person	Email			Contact Person	Email		
	Phone				Phone		

In accordance with Article 22.5 of the WTF Statutes, We hereby submit this Bid File for hosting

[Put the name of event you are bidding for] on the proposed dates and place as written hereafter.

By submitting this Bid File, we hereby agree that we are well-acquainted with the requirements noted in the WTF Events Guide.

WTF

2) Event

Year	Name of Event

Put the name of event you are bidding for above. (e.g.) 2017 WTF World Taekwondo Cadet Championships

See the WTF Events Guide p. XX for the Name of Events open to bid.

Proposed Competition Date

See the WTF Events Guide p. XX for the Competition Date.

WTF

WTF Events, How Bid?

Mr. Jeongkang Seo

3) Motivation

What are your primary objectives of hosting the WTF event?
What sort of benefits do you anticipate the event will bring to you?

Materials for effective description of your motivation can be attached.

WTF

4) Competitive Edge

What are your advantages/strong points
in staging the event successfully compared to other bidders?

Materials for effective description of your advantages can be attached.

WTF

II. Functional Information

1) Venue

Outline Your Venue Plan (Competition Venue, Place for Official Meetings, etc.)

- Name of Venue
- Address of the Venue
- Type of the Venue (convention center, arena, etc.)
- Capacity (Spectators/Commercial Booth)
- Distance from nearest transportation hub and official accommodations
- Composition of Space (attach brochure, photos and blueprint of the venue)
- Accessibility of the Venue (By the public and disabled people)

See the WTF Events Guide p. XX to check the requirements for the venue.

Does your venue plan meet requirements as set out in the WTF Events Guide? YES / NO

If not, what is your suggestion as alternative?

WTF Events, How Bid?

Mr. Jeongkang Seo

2) Transportation

City Arrival / Departure
<ul style="list-style-type: none"> - Name of the international airport in host city (Intl. airport, train station, etc.) - Travel Time to the Venue - Plan for Airport Pickup
Ground Transportation (from the official hotel to the venue)
<ul style="list-style-type: none"> - Plan for Shuttle Bus Operation / Public Transportation (means of transportation for the teams) - (the WTF recommends that the official venues and hotels are located within walking distance.)
<p>See the WTF Events Guide p. XX to check the requirements for transportation.</p> <p>Does your transportation plan meet requirements as set out in the WTF Events Guide? YES / NO</p> <p>If not, what is your suggestion as alternative?</p>

WTF

3) Accommodations

Outline your Accommodations Plan
<ul style="list-style-type: none"> - Name of Hotel (Indicate Headquarters Hotel, International Referees Hotel, etc.) - Address of Hotel - Website Address - Number of Rooms (in total, by type) - Travel time to the venue (by motor vehicle) - Room Rate - Plan for entering into an accommodation agreement with local hotels, if any - Attach to this page brochures of hotels and a town map showing the venue and hotels, if any
<p>See the WTF Events Guide p. XX to check the requirements for accommodations.</p> <p>Does your accommodations plan meet requirements as set out in the WTF Events Guide? YES / NO</p> <p>If not, what is your suggestion as alternative?</p>

WTF

WTF Events, How Bid?

Mr. Jeongkang Seo

4) Medical and Anti-doping

Outline your plan for medical and anti-doping operations

See the WTF Events Guide p. XX for the requirements regarding Medical and Anti-doping.

- Name of the National Anti-Doping Agency to collect samples for in-competition doping test
- Name of laboratory for sample analysis

See the WTF Events Guide p. XX to check requirements for medical and anti-doping.

Does your medical and anti-doping plan meet the requirements as set out in the WTF Events Guide? **YES / NO**

If not, what is your suggestion as alternative?

WTF

5) Insurance and Security

Outline your plan with respect to Insurance and Security Measures

See the WTF Events Guide p. XX for the requirements regarding Insurance and Security.

- Name of insurance company
- Coverage of Insurance
- Security measures for persons attending the event inside and outside the venue

See the WTF Events Guide p. XX to check requirements for insurance and security.

Does your insurance and security plan meet the requirements as set out in the WTF Events Guide? **YES / NO**

If not, what is your suggestion as alternative?

WTF

WTF Events, How Bid?

Mr. Jeongkang Seo

6) Legacy

Outline your plan for preparing and implementing programs that promote social impacts

See the WTF Events Guide p. XX for the Social and Taekwondo Impact

- Social Engagement Program
- Cultural and Educational Program
- Taekwondo Development Program
- Social Development Program
- Athletes' Volunteering Program

WTF

III. Budget

WTF

WTF Events, How Bid?

Mr. Jeongkang Seo

1) Revenues

Revenues		
Item	Sub-item	Amount (US\$)
Subsidy	Central government	
	State government	
	City government	
	Others	
Sponsorship (Incl. VIK)	International sponsors	
	Local sponsors	
Entry fee		
Ticket Sales (* Please also indicate number of spectators)		
Merchandising, licensing and concessions		
Others	(* Please describe)	
Total		

WTF

2) Expenses (1/3)

Expenses		
Item	Sub-item	Amount (US\$)
Hosting fee		
Administration	Event planning and consulting	
	Paid staff and volunteers	
	Operations (incl. audit, legal, financial, etc.)	
	IT and Telecommunications	
Venue	Rental fee	
	Venue set-up (incl. training venue	
	Venue management (incl. waste management, maintenance, etc.)	
Events	Ceremonies (incl. trophies)	
	Meetings (incl. General Assembly, Council Meetings, Symposium, etc.)	
Sport	Sport equipment	
	Technical services (incl. PSS, OVR, IVR)	
	Medical and anti-doping	
	Sport presentation (music, screens, lights, etc.)	
Total		

WTF

WTF Events, How Bid?

Mr. Jeongkang Seo

2) Expenses (2/3)

Expenses		
Item	Sub-item	Amount (US\$)
Broadcast	Appointment of the Host Broadcaster (HB) and others	
PR and Media relations	Advertising and PR campaign	
	Website and SNS	
	Publications	
	Photo/Video	
	Media center operations	
Marketing	Branding, graphics, mascot, look of the event, special events, etc.	
Accommodation	WTF and VIPs	
	Technical officials	
	LOC	
Air Travel	WTF and VIPs	
Transportation	WTF and VIPs	
	Teams	
	Media and others	
Total		

WTF

2) Expenses (3/3)

Expenses		
Item	Sub-item	Amount (US\$)
Food and beverages	Lunch and dinner (beverages) for WTF officials, staff, etc.	
	Meals and snacks for technical officials and technicians	
Hospitality	Welcoming banquet	
	VIP hosting program	
	Souvenirs	
Social Impact	Programs promoting social engagement, cultural understanding, taekwondo development, etc.	
Development	Support for developing countries	
Insurance (Contingency)		
Security		
Per diems	Technical delegates, International Referees, etc.	
Others	(* Please describe)	
Total		

WTF

WTF Events, How Bid?

Mr. Jeongkang Seo

IV. Guarantee Letters

Attach to this slide the following Guarantee Letters

- Guarantee of host city
- Guarantee of the WTF Member National Association
- Guarantee of host country government for full support of the fast visa issuance

WTF

7. Presentation #4

Organizing WTF Events

Entry and Registration

Mr. Justin Tenbeth

Director of WTF Global Membership System

Organizing WTF Events Entry and Registration

Mr. Justin Tenbeth




WORLD TAEKWONDO FEDERATION

WTF Global Membership System (GMS)
WTF Licence & Event Registration Process & Benefits

Presented at the WTF Partnership Workshop,
June 29th, Lausanne, Switzerland

wtf.org



Overview

- ✧ Introduction
- ✧ Event Registration Numbers through GMS
- ✧ GMS Process
- ✧ WTF Online Event Registration System Benefits
- ✧ WTF Onsite Event Registration
- ✧ Value Added Services

WORLD TAEKWONDO FEDERATION

wtf.org

Organizing WTF Events Entry and Registration

Mr. Justin Tenbeth



Introduction

⚡ History of GMS

- **WTF Global Licence** Initiative Undertaken in May 2011
- Started with Athletes at Promoted Events and from Sept this year will be required for all members of our MNAs.
- **WTF Event Registration** of All Promoted Championships since 2012 and now required for all WTF and CU recognized tournaments
- Both the WTF Online & Onsite Registration systems and processes are mandated for all WTF Promoted events.

WORLD TAEKWONDO FEDERATION

wtf.org



Event Registration Numbers through GMS

⚡ Past Years

- 2012 – 2, 2013 – 4, 2014 – 14 and 2015 – 23

⚡ 2016 thus far – 35 and by year end 58

- Members Registered for these Events – 18,050

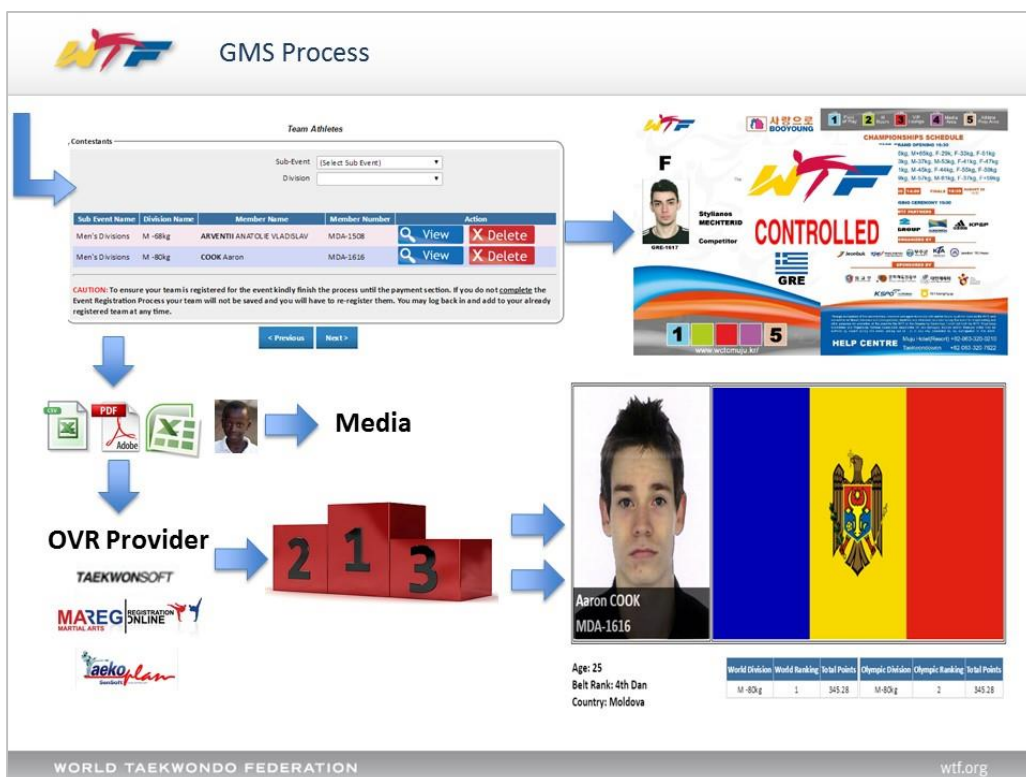
⚡ 2017 – over 100 (projected)

WORLD TAEKWONDO FEDERATION

wtf.org

Organizing WTF Events Entry and Registration

Mr. Justin Tenbeth



Organizing WTF Events Entry and Registration

Mr. Justin Tenbeth



WTF ONLINE REGISTRATION

WORLD TAEKWONDO FEDERATION

wtf.org



WTF Online Event Registration System Benefits

- ✔ Automatic compliance of WTF Competition Rules
- ✔ Accurate and verified DATA coming from the System
- ✔ Latest Official Rankings for all registered athletes
- ✔ Historical Results for Participating Athletes (All, Latest or Best Results)
- ✔ Detailed Reports to Run the Event

WORLD TAEKWONDO FEDERATION

wtf.org

Organizing WTF Events Entry and Registration

Mr. Justin Tenbeth



WTF Online Event Registration System Benefits

- ✧ Back end support and training from GMS Team
- ✧ Team Event Registration Completed in Minutes by assigned GMS National Federation Admin
- ✧ Registration of Non National Team Stake Holders
 - Media
 - Organizing Committee Members (Management, Staff and Volunteers)
 - WTF Council Members
 - WTF Staff

WORLD TAEKWONDO FEDERATION

wtf.org



ON SITE REGISTRATION

WORLD TAEKWONDO FEDERATION

wtf.org

Organizing WTF Events Entry and Registration

Mr. Justin Tenbeth



WTF Onsite Event Registration

- ✔ Proven Onsite WTF Registration Centre process from previous 18 global events
- ✔ Accreditation Center Managed by GMS Staff (2-3) in collaboration with OC
- ✔ Data and Photos of All WTF stakeholders already in the WTF GMS. E.g. Council members, WTF Sponsors, etc.
- ✔ GMS System provides credential printing ability

WORLD TAEKWONDO FEDERATION

wtf.org



WTF Onsite Event Registration

- ✔ Professional and Quality WTF Marketing Material and Design
 - Credential design
 - Welcome Kit/Bag design
 - Accreditation Centre Signage Design and Layout

WORLD TAEKWONDO FEDERATION

wtf.org

Organizing WTF Events Entry and Registration

Mr. Justin Tenbeth

Template Credential Design - 6th WTF World Para Championships, Samsun, Turkey, September 17th 2016

WTF **사랑으로 BOOYOUNG**

6th WTF WORLD PARA TAEKWONDO CHAMPIONSHIPS
17 SEPTEMBER 2016 | SAMSUN, TURKEY

JOIN US on
<https://www.facebook.com/pages/WTF-Para-Taekwondo/1056185016134>

1 Field of Play **2** IR Room **3** VIP Lounge **4** Media Area **5** Athlete Prep Area

CHAMPIONSHIPS SCHEDULE

September

14 - 15	09:00 - 20:00	Arrivals & Team registration for the 6th WTF World Para Taekwondo Championships
14 - 16	09:00 - 18:00	Team training
14	09:00 - 18:00	All WTF International Classifier Session
	18:00 - 19:00	Introduction to Classification for Team Managers and Coaches
15 - 16	09:00 - 18:00	Balance training and testing
15 - 16	09:00 - 19:00	Classification and weights
16	12:00 - 16:00	Weightlifting
16	19:00 - 21:00	Head of team meeting and drawing of lots for 6th WTF World Para Taekwondo Championships
17	09:00 - 12:00	6th WTF World Para Taekwondo Championships Opening & Parade
	12:00 - 13:00	Lunch Break
	13:00 - 20:00	6th WTF World Para Taekwondo Championships
	11:00 - 21:00	Awarding ceremonies
18	08:00	Team Departures

Latest WTF Rankings - <https://www.hangeul.com/wtf/WTFPublicView.aspx>

WTF PARTNERS

LOCAL PARTNERS

RECOGNIZED BY

<https://www.worldtaekwondo.net/>

Through acceptance of this accreditation, I consent and agree to comply with and be bound by all the rules of the WTF, and consent to be filmed, interviewed and photographed, identified and otherwise recorded during this event for broadcasting and other purposes for promotion of the event by the WTF or the Organizing Committee. I shall not hold the WTF, Organizing Committee and Organizing National Association responsible for any damages, injuries and/or illnesses which may be suffered by myself during this event, arising out of, or in any way connected to, my participation in this event.

WORLD TAEKWONDO FEDERATION

wtf.org

Final Credential Design - 2nd WTF World Cadet Championships, Muju, Korea, August 23rd - 26th 2015

WTF **사랑으로 BOOYOUNG**

The 2nd WTF World Cadet Taekwondo Championships Muju 2015
August 23-26, 2015

F

Stylianios MECHTERIDIS PAPADOPOULOS
Competitor
GRE-1617

1 Field of Play **2** IR Room **3** VIP Lounge **4** Media Area **5** Athlete Prep Area

CHAMPIONSHIPS SCHEDULE

AUGUST

23	SUNDAY	M-65kg, M+65kg, F-29kg, F-33kg, F-51kg
24	MONDAY	M-33kg, M-37kg, M-53kg, F-41kg, F-47kg
25	TUESDAY	M-41kg, M-45kg, F-44kg, F-55kg, F-59kg
26	WEDNESDAY	M-49kg, M-57kg, M-61kg, F-37kg, F-59kg

QUALIFYING MATCHES 09:00 14:00 FINALS 18:30 AUGUST 26

26:08 CLOSING CEREMONY 19:00

WTF PARTNERS

ORGANIZED BY

SPONSORED BY

HELP CENTRE Muju Hotel(Resort) +82-063-320-0210
Taekwondowon +82-063-320-7822

Through acceptance of this accreditation, I consent and agree to comply with and be bound by all the rules of the WTF, and consent to be filmed, interviewed and photographed, identified and otherwise recorded during this event for broadcasting and other purposes for promotion of the event by the WTF or the Organizing Committee. I shall not hold the WTF, Organizing Committee and Organizing National Association responsible for any damages, injuries and/or illnesses which may be suffered by myself during this event, arising out of, or in any way connected to, my participation in this event.

WORLD TAEKWONDO FEDERATION

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Organizing WTF Events Entry and Registration

Mr. Justin Tenbeth



Accreditation Chart

ACCREDITATION CHART

Category	Positions	Determined by	Stand	1 Field of Play	2 IR Room	3 VIP Lounge	4 Media Area	5 Athletes Training Area
A	WTF President/Vice Presidents/Secretary General & President and SG of OC, President and SG of ONA	WTF, OC, ONA	VIP stand	O	O	O	O	O
A-1	It's Accompanying Guest	WTF, OC, ONA	VIP stand	X	X	O	X	X
OM	IOC, ASOIF, Sportaccord, IFs, OCOGs and Presidents/Secretary General of NOC	WTF	VIP stand	X	X	O	X	O
B	Council member of WTF (including IOC members among Council members and Treasurer), WTF auditor and SG of Continental Union	WTF, CU	VIP stand	X	X	O	X	O
B-1	It's Accompanying Guest	WTF, CU	VIP stand	X	X	O	X	X
MF	MNA Officials including President, Vice President and Secretary General	WTF	VIP stand	X	X	O	X	X
S	Sponsors	WTF/OC/ONA	VIP stand	X	X	O	X	X
J	Technical Delegate, CSB member, Chairs of Games/Referee/Medical	WTF	-	O	O	O	X	O
C	Committee members of WTF	WTF/CU	VIP stand	X	X	O	X	X
WTF	Secretariat Staff	WTF	VIP stand	O	O	O	O	O
IR	International Referee	WTF	-	O	O	X	X	X
FC	Head of Team, Manager	WTF	Team stand	X	X	X	X	O
FC (with B)	Head of Team	WTF	Team stand	X	X	O	X	O
FO	Coach, Trainer, Team Doctor/Physiotherapist	WTF	Team stand	O+	X	X	X	O
F	Competitor	WTF	Team stand	O+	X	X	X	O
OCM	High ranking officials of O/C	OC	-	Access to be determined by Chair of OC according to the roles				
OC	Staff of O/C, Operation (OC-contracted technology companies)	OC	-	Access to be determined by Chair of OC according to the roles				
OCV	Volunteers	OC	-	Access to be determined by Chair of OC according to the roles				
WTF TV	WTF TV Team	WTF	Press Tribune	O	O	O	O	O**
EP	Exclusive Press (WTF, OC)	WTF	Press Tribune	O	O	O	O	O**
P	Accredited Press	OC	Press Tribune	X	X	X	O	O**
Photo	Photographer	OC	Press Tribune	O*	X	X	O	O**
HB	Host Broadcaster	OC	Press Tribune	O	O	O	O	O**
TV-BH	TV/Radio rights holder	WTF/OC	Press Tribune	O	X	X	O	O**
TV-NRH	TV/Radio non-right holder	WTF/OC	Press Tribune	X	X	X	O	O**
G (with B)	Guests invited by the Organizing Committee, ONA and individual masters	OC, ONA	Guest stand	X	X	O	X	X
G (without B)	Guests invited by the Organizing Committee, ONA and individual masters	OC, ONA	Guest stand	X	X	X	X	X

NOTE

*WTF should not indicate Nationality

Temporary pass for access to FOP to be handled by WTF Secretary General or empowered person

In the event that someone has more than one position, he or she has to choose only one most appropriate category except the situation where a person has to perform both as an athlete and coach

O*: only designated areas within FOP

O**: only designated areas within training area and warm-up area

O+: only during competition of their athletes

Issuance of all types of guest cards shall be subject to approval of the responsible person from the WTF, OC and ONA | In case of sales of entrance tickets, the maximum number of G card can be agreed by and between the WTF and OC

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Welcome Kit Box - 2nd WTF World Cadet Taekwondo Championships, Muju, Korea August 23rd – 26th 2016

www.wctcmjuju.kr/

The 2nd WTF World Cadet Taekwondo Championships Muju 2015
August 23-26, 2015

Welcome Kit

SPAIN

WTF Sponsors



WTF Partners



Organizing Committee and Sponsor Logos



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Organizing WTF Events Entry and Registration

Mr. Justin Tenbeth



Welcome Kit Box - WTF World Taekwondo Grand Prix,
Manchester 2015, October 16th -18th 2015



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Welcome Kit Bag - WTF World Taekwondo Grand Prix,
Manchester 2014, October 24th – 26th 2016



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Organizing WTF Events Entry and Registration



Mr. Justin Tenbeth

WTF Accreditation Center Signage - *WTF World Taekwondo Grand Prix, Manchester 2015, October 16th -18th 2015*




WORLD TAEKWONDO FEDERATION wtf.org

WTF Accreditation Center Signage - *2nd WTF World Cadet Taekwondo Championships, Muju, Korea August 23rd – 26th 2016*

WORLD TAEKWONDO FEDERATION wtf.org

Organizing WTF Events Entry and Registration

Mr. Justin Tenbeth



Accreditation Center Layout - WTF World Taekwondo Grand Prix, Manchester 2015, October 16th -18th 2015

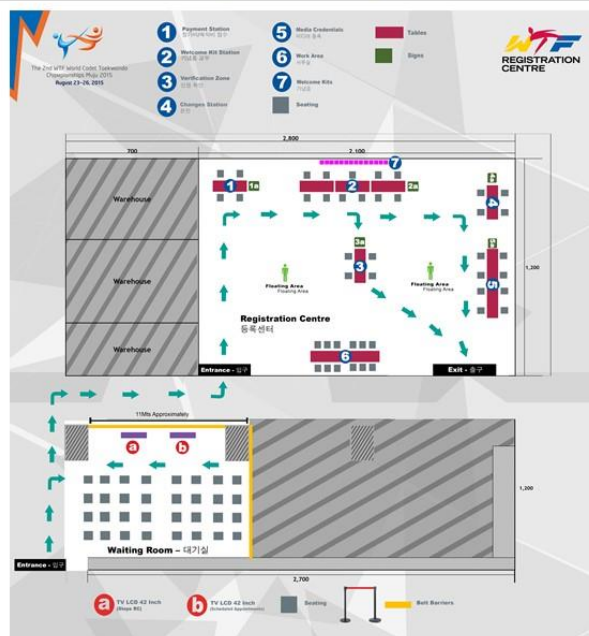


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Accreditation Center Layout - 2nd WTF World Cadet Taekwondo Championships, Muju, Korea August 23rd – 26th 2016



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Organizing WTF Events Entry and Registration

Mr. Justin Tenbeth



Accreditation Center - 10th WTF World Junior Taekwondo Championships, Taipei, March 23rd – 26th 2014



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Accreditation Center - 2013 WTF World Taekwondo Championships, Puebla, Mexico, July 15th – 21st 2013



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Organizing WTF Events Entry and Registration

Mr. Justin Tenbeth



Future Functionality – LIVE Event Registration view

European Taekwondo Club Championship - WTF 6-1						
18 th - 20 th February 2016 Location: Antalya, Turkey Registrations Closed Competitors Registered: 697						
<div> Olympic Ranking World Ranking Upcoming Events </div>						
<div> Event Overview Event Outline Participants List Contact Details Register Now </div>						
Senior Kyorugi Female 62kg 24 Competitors Registered						
WTF Licence Number	Name	Rank	Team/Club Name	National Federation	Country	Flag
10000001	Yoon YOUNG	1	Turkey National Team	Taekwondo Federation of Turkey	Turkey	
10000002	Hua SHENG	5	Korea Strong Fed	Chinese Taekwondo Association	China	
10000003	Martín CERO SORIEL	18	Spain National Team	Asociación Española de Taekwondo	Spain	
10000004	Woo ILKAT	34	Inter Taekwondo Club/Team	Association Suisse de Taekwondo	Switzerland	
10000005	Melina OLAMI	56		Union Sportive Taekwondo	France	
10000006	Kim JONGGIL	79	Seongnam	Malaysia Taekwondo Federation (MTF)	Malaysia	
10000007	Nikola OLAVIC	81	Red Croatia	Serbian Taekwondo Federation	Serbia	
10000008	Carsten BEITTON		Australia National Team	Australian Taekwondo Federation (ATF)	Australia	
10000009	Wongyeo WILANDONG		Team Taekwondo	Belarusian Taekwondo Federation	Belarus	
10000010	Juho WONGWONGWONG		Brazil Senior National Team	Confederação Brasileira de Taekwondo (CBTF)	Brazil	
10000011	Anthony WILSON			Taekwondo Canada	Canada	
10000012	Chia Chia CHANG		South Taekwondo	Chinese Taipei Taekwondo Association	Chinese Taipei	
10000013	Waseen WASEEN		Azerbaijan Team	The Azerbaijan Taekwondo Federation	Azerbaijan	
10000014	Waseen WASEEN		Liban Taekwondo	The Egyptian Taekwondo Federation	Egypt	
10000015	Magalie WILSON		France National Team	Fédération Française de Taekwondo (FFT)	France	
10000016	Ungene WONGWONG		Taekwondo Finland	Fédération Suédoise de Taekwondo	Sweden	
10000017	Nathalie WONGWONG			British Taekwondo	United Kingdom	
10000018	Andrés FELIX		Wende Taekwondo - Mexico	Federación Mexicana de Taekwondo	Mexico	
10000019	Joyce van BOMMEN		Central Taekwondo	Taekwondo Bond Nederland (TB)	Netherlands	
10000020	Cho Eun LEE		Korea Club	Korea Taekwondo Federation	Republic of Korea	
10000021	Junho KIM		Sambo Team	Korea Taekwondo Federation	Republic of Korea	
10000022	Melina WONGWONG		Kazakhstan Taekwondo Taekwondo	Russian Taekwondo Union	Russia	
10000023	George WONGWONG		Team	Ukraine Taekwondo (UTF) Federation	Ukraine	
10000024	Samantha LEE			U.S.A. Taekwondo	USA	

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Future Functionality – Data sent via API and GMS APP

✂ Live data sent to system providers via an API connection

✂ GMS Mobile APP



✂ WTF recognized OVR providers – ability to link to GMS system.

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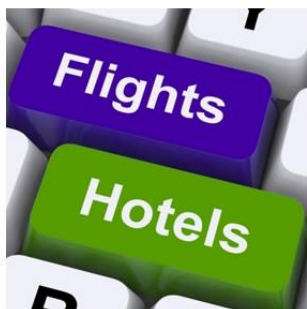
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Organizing WTF Events Entry and Registration

Mr. Justin Tenbeth



Future Functionality - Value Added Services



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Thank you for your attention. QUESTIONS?

Justin Tenbeth

Director – WTF Global Membership System
(GMS)

licence@wtf.org

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wtf.org

8. Presentation #5

Organizing WTF Events

- Organizational Process
- Fundamental Guarantees
- Competitions and Event Schedule
- Venues
- Travel, Accommodation, Meals and Per Diem
- Equipment and Technical Services
- Medical Service and Doping Control
- Sport Presentation
- Official Meetings and Ceremonies
- Staff and Volunteers
- Security and Insurance

Mr. Jeongkang Seo

Head of WTF Bid & Event Project Team

Organizing WTF Events

Mr. Jeongkang Seo

Organization Process and Fundamental Guarantees

Mr. Jeongkang Seo

Head of
WTF Bid & Event Project Team



WTF Event Management System (1)

Overview

- WTF's systematic support system for organizers
- It will be provided throughout the whole lifecycle of the event

1. Orientation
Seminar



2. Project
Review



3. Observer
Programme



4. Event
Debriefing

Organizing WTF Events

Mr. Jeongkang Seo

WTF Event Management System (2)

1. Orientation Seminar

- First work meeting to begin organizing the event
- Provide the organizers with knowledge about how to deliver the events

2. Project Review

- Regular meeting with the organizers and WTF
- Check the readiness of the event
- Provide the technical consultation



WTF

WTF Event Management System (3)

3. Observer Program

- On-site training program
- Visit previous edition of WTF events during the competition days
- Opportunity get to know general and specific knowledge to organize WTF events

4. Event Debriefing

- Extensive seminar program
- Opportunity to learn from the previous organizers
- Experience organizers presents and transfer knowledge and insights.

WTF

Organizing WTF Events

Mr. Jeongkang Seo

Hosting Fee (1)

Why pay the hosting fee?

- To have the right to lease the intellectual property of the WTF and the WTF Events
- Covers some part of the cost which the WTF spends for the organization of the event.

Hosting fee is a fixed amount and not refundable.

WTF

Hosting Fee (2)

Hosting Fees by Event

Event	Hosting Fee (US\$)
World Taekwondo Championships	200,000
World Taekwondo Grand-Prix Series	100,000
World Taekwondo Grand-Prix Final	100,000
World Taekwondo Team Championships	30,000
World Taekwondo Junior Championships	100,000
World Taekwondo Poomsae Championships	30,000
World Taekwondo Cadet Championships	30,000
World Para-Taekwondo Championships	10,000
World Taekwondo Beach Poomsae Championships	N/A

WTF

Organizing WTF Events

Mr. Jeongkang Seo

Guarantees



Following letters shall be submitted by the deadline of bid application

- Guarantee of host city government
- Guarantee of the WTF national federation
- Guarantee of host country government

WTF

Competitions and Event Schedule

Mr. Jeongkang Seo

Head of
WTF Bid & Event Project Team



Event Schedule

WTF and organizers shall set following schedule.

- Competition Schedule
- Meetings
 - General Assembly
 - Council Meeting
 - Head of Team Meeting, etc.



Event Schedule

Competition days by event

Event	Days of Competition
World Taekwondo Championships	6 – 8 days
World Taekwondo Grand-Prix Series	3 days
World Taekwondo Grand-Prix Final	2 days
World Taekwondo Team Championships	2 days
World Taekwondo Junior Championships	5 – 7 days
World Taekwondo Poomsae Championships	4 days
World Taekwondo Cadet Championships	4 days
World Para-Taekwondo Championships	2 days
World Taekwondo Beach Poomsae Championships	2 days



Organizing WTF Events

Mr. Jeongkang Seo

Venue

Mr. Jeongkang Seo

Head of
WTF Bid & Event Project Team



General Requirements

No great deal of expense is required to stage the WTF Events.

- **Only requires a competition venue** accommodating a minimum of 2,000 - 3,000 spectators
- Can be staged in a **convention center** or in a **traditional indoor stadium**
 - World Taekwondo Beach Poomsae Championships requires to be staged at beach
- **Should be easily accessible by the public**



Organizing WTF Events

Mr. Jeongkang Seo

Venue Capacity

Required Venue Capacity by event

Event	Required Venue Capacity
World Taekwondo Championships	3,000
World Taekwondo Grand-Prix Series	2,000
World Taekwondo Grand-Prix Final	2,000
World Taekwondo Team Championships	2,000
World Taekwondo Junior Championships	2,000
World Taekwondo Poomsae Championships	2,000
World Taekwondo Cadet Championships	2,000
World Para-Taekwondo Championships	1,000
World Taekwondo Beach Poomsae Championships	Outdoor

WTF

Field of Play

The size and specification of **Field of Play (FOP)** will vary depending on what event you organize

Event	FOP Size	Number of Mats Required
World Taekwondo Championships	40m x 60m	5
World Taekwondo Grand-Prix Series	30m x 50m	3
World Taekwondo Grand-Prix Final	25m x 40m	1
World Taekwondo Team Championships	25m x 40m	1
World Taekwondo Junior Championships	40m x 60m	5
World Taekwondo Poomsae Championships	30m x 50m	3
World Taekwondo Cadet Championships	40m x 60m	5
World Para-Taekwondo Championships	30m x 50m	3
World Taekwondo Beach Poomsae Championships	25m x 40m	N/A

WTF

Organizing WTF Events

Mr. Jeongkang Seo



Other Areas

- Training area
- Warm-up area
- Equipment distribution area
- Athlete holding area
- Inspection area
- Anti-doping room
- Facilities for athletes, WTF and technical officials
- Press room and tribunes / media facilities
- VIP lounge



Organizing WTF Events

Mr. Jeongkang Seo

Travel, accommodation, meals and per diems

Mr. Jeongkang Seo

Head of
WTF Bid & Event Project Team



Transportation (1)

Air Travel

- Organizers need to cover air travel for the fixed number of WTF officials
- Air travel cost for athletes and officials of the participating countries shall be covered by themselves



WTF

Organizing WTF Events

Mr. Jeongkang Seo

Transportation (2)

Ground Transportation

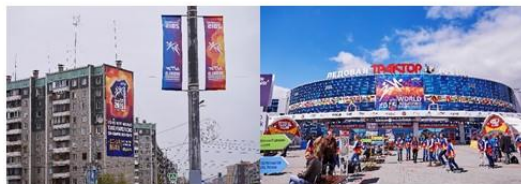
- Ground transportation to the athletes and officials
 - Vehicle or transportation means between the nearest entry point
 - International airport or other entry point and the hotels
- Provide designated vehicles for WTF officials
- WTF Para-Taekwondo Championships needs to be wheel chair accessible

WTF

Transportation (2)

Venue Location

- Competition venue and all hotels shall be located in reasonable travelling distance
 - Walking distance is highly recommended
 - If not, organizers shall provide shuttle buses



WTF

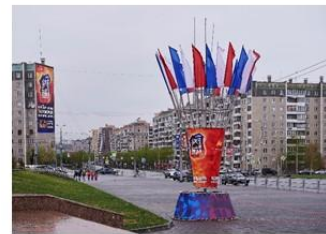
Organizing WTF Events

Mr. Jeongkang Seo

Accommodation

Organizers are required to **secure hotels suitable for hosting**

- One designated headquarters hotel and several other official hotels with different room rates
- Each room should contain two or at most three beds
- Hotels shall be capable of housing athletes and officials at any one time



WTF

Accommodation

Required Hotel Capacity by event

Event	Required Hotel Capacity
World Taekwondo Championships	1,500
World Taekwondo Grand-Prix Series	400
World Taekwondo Grand-Prix Final	300
World Taekwondo Team Championships	250
World Taekwondo Junior Championships	1,200
World Taekwondo Poomsae Championships	700
World Taekwondo Cadet Championships	800
World Para-Taekwondo Championships	200
World Taekwondo Beach Poomsae Championships	250

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Organizing WTF Events

Mr. Jeongkang Seo

Meals

Lunch, dinner and beverages

- For
 - WTF officials staff and technical officials
 - VIP guests
 - Sponsors and promotion partners
- At the venue or restaurants near the venue

Snacks and drinks

- For technical officials and technicians
- their exclusive use at all times

WTF

Per Diems

Organizers shall provide per diems for competition days to followings

- Technical Delegate
- Competition Supervisory Board members
- International Referees (including Review Jury)
- WTF TV Graphic Technicians (2 people)
- 2-3 GMS Staff



WTF

Organizing WTF Events

Mr. Jeongkang Seo

Equipment and Technical services

Mr. Jeongkang Seo

Head of
WTF Bid & Event Project Team



Equipment

Organizers shall provide sufficient quantities of sports equipment

- Podium
- Carpet
- Mats
- PSS head gears
- PSS trunk protectors and etc.



Need to use **equipment approved by the WTF**

Shall be located at the **Competition Venue and Training Area**

Organizing WTF Events

Mr. Jeongkang Seo

Technical Services

What to Provide

- Protector and Scoring System (PSS) and its components.
- On-Venue Results (OVR) Systems
- Instant Video Replay (IVR) Systems



Medical Service and Doping Control

Mr. Jeongkang Seo

Head of
WTF Bid & Event Project Team



Organizing WTF Events

Mr. Jeongkang Seo

Medical Service

Organizers shall provide facilities and personnel for followings

- Medical services
- Physiotherapy
- First aid services

They shall be located at the Competition Venue



WTF

Doping Control

Organizers need to set up a doping control station

- for an in-competition doping test
- test in consultation with the WTF Anti-Doping coordinator.
- Organizers must follow guidance and policies of the WTF

WADA accredited laboratory shall be designated

- All samples shall be analyzed at the WADA accredited laboratory
- Organizer shall designate one



WTF

Organizing WTF Events

Mr. Jeongkang Seo

Sport Presentation

Mr. Jeongkang Seo

Head of
WTF Bid & Event Project Team



Sport Presentation

Organizers shall plan to stage Sport Presentation

- Interactivity with spectators
- Music
- Entertainment
- big screens
- Venue announcement
- Medal ceremonies

The WTF Demonstration Team

is available to join for performance



Organizing WTF Events

Mr. Jeongkang Seo

Meetings & Ceremonies

Mr. Jeongkang Seo

Head of
WTF Bid & Event Project Team



Meetings

Benefits of hosting WTF's official meetings

- **Generate economic impact** by direct and indirect spending from meeting participants.
- **Improve host city's image** by associating with influential figures including heads of national associations and high dignitaries
- **Bring media attention** since key decisions will be made and crucial information will be shared

US \$ 2,285: Average spending of one participant for international meeting

- Reference: the report from Korea Tourism Organization (2011)

Organizing WTF Events

Mr. Jeongkang Seo

Meetings

Organizers need to provide financial and technical support for meetings

- WTF General Assembly (400 – 500 persons)*
- WTF Council Meeting (50 persons)*
- WTF Executive Meeting (15 persons)
- International Taekwondo Symposium (200 persons)**
- Head of Team Meeting (200 persons)
- Referee meeting and training (120 persons)
- Committee Meetings, if any



* Organizers for the World Championships and Junior Championships Only

** Organizers for the World Championships only

Ceremonies

Organizers shall prepare the following ceremonies

- Opening Ceremony
- Closing Ceremony
- Awarding Ceremony
 - Annual Gala Awards for World Taekwondo Grand Prix Final
- Welcoming Banquet



Organizing WTF Events

Mr. Jeongkang Seo

Staff & Volunteers

Mr. Jeongkang Seo

Head of
WTF Bid & Event Project Team



Staff & Volunteers

Train and recruit a sufficient number of staff and volunteers is very crucial to make your event success

- **Qualifications**
 - Skills and experiences in the organization of sporting events
 - Good command of English



Staff & Volunteers



Number of required volunteers by event

Event	Required Volunteers
World Taekwondo Championships	300 – 750
World Taekwondo Grand-Prix Series	100 – 150
World Taekwondo Grand-Prix Final	100 – 150
World Taekwondo Team Championships	50 – 100
World Taekwondo Junior Championships	250 – 500
World Taekwondo Poomsae Championships	200 – 300
World Taekwondo Cadet Championships	100 – 300
World Para-Taekwondo Championships	50 - 100
World Taekwondo Beach Poomsae Championships	50 - 100



Security & Insurance

Mr. Jeongkang Seo

Head of
WTF Bid & Event Project Team



Organizing WTF Events

Mr. Jeongkang Seo

Security

Guarantee the safety and well-being of all of the participants

- make the necessary commitments with the appropriate authorities

Ensure the security of all persons attending the event

- at the venue
- at official accommodations
- at other event locations.



WTF

Insurance

Secure and maintain adequate liability for the event

- Contract with an appropriate insurance company and cover its expense.

What the coverage should include

- **Liability insurance**
 - insure against any injury or death related to the Championships.
 - For Spectators, media, volunteers and staff, athletes, team officials, WTF Officials
- **Host insurance**
 - total cancellation, postponement, partial curtailment of the event due to circumstances created by organizer.
- **Litigation contingency insurance**
 - for any judicial, quasi-judicial, administrative, or regulatory proceeding.



WTF

9. Presentation #6

Organizing WTF Events

Broadcasting

Ms. Kyunghee Park

TV Director of WTF

Organizing WTF Events Broadcasting

Ms. Kyunghee Park

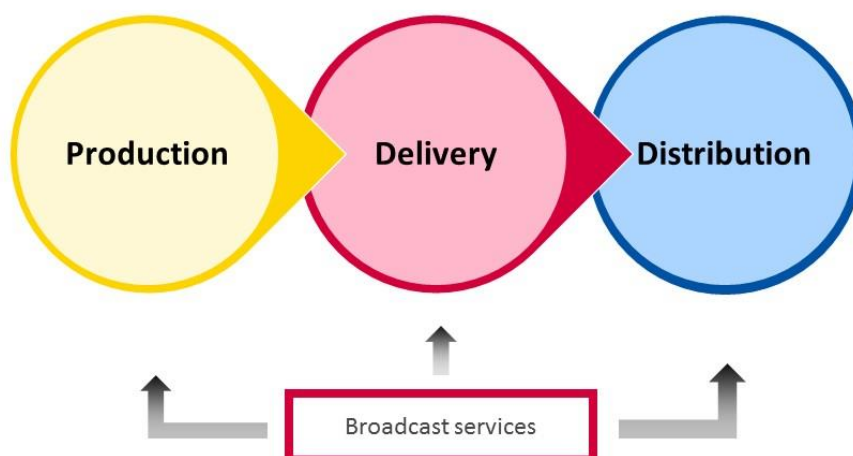
Organizing WTF Events - TV

Ms. Kyunghee Park

TV Director of the WTF



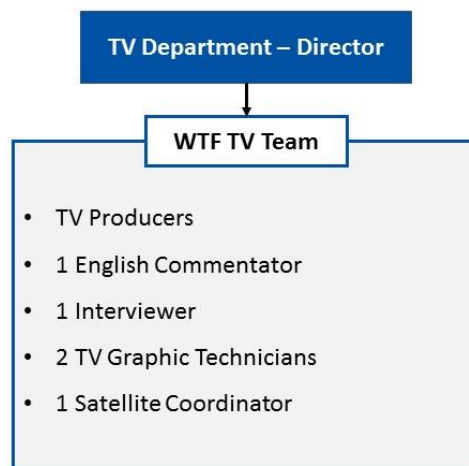
TV Broadcast – 3 Domains



Host City's Commitments

- Domestic media right (TV, online and mobile, etc.)
- One main sponsor on TV graphics
(No conflict of interest with WTF main sponsor on TV graphic)
- One main sponsor displayed on WTF online platform

WTF Commitment - WTF TV Team Structure



WTF TV Team - Producers



Profile

- OBS Producers for Taekwondo competitions for the 2012 London Olympic Games and 2016 Rio Olympic Games.

Before the competition :

- Provide consulting/guidance for your HB selection,
- Site inspection and meeting with HB and OC on all matters of TV operation
- Review/feedback/confirm on HB's camera plan/production plan

During the event

- Provide onsite consulting/guidance for camera position, shooting, directing, etc.



06

WTF TV Team - Commentator, Interviewer, Satellite Coordinator



English commentator

- Provide English commentary for International Feed

Interviewer

- Interviews in Mixed zone and etc.

Satellite coordinator

- Book satellites
- Coordinate uplink via SNG (provided by OC) and transmission via satellites on site.



07

WTF TV Team - Graphic Technicians

Before the event

- Produce/update graphic packages
- Interface with PSS and OVR providers including remote tests

Satellite coordinator

- Operation TV graphic system in team with HB



08

Examples of Your «Harvest» on TV

Exposure and Branding your city and Sponsors

- City Profile
- Opening Sequence
- TV Graphic Layout
- Logos and branding of host city and sponsors on LED Board, on mats, banner, main screen
 - to be delivered on International TV signal



09

Organizing WTF Events Broadcasting

Ms. Kyunghee Park

Opening Sequences – WTF World Taekwondo Championships



Opening Sequences – WTF World Taekwondo Grand-Prix Series



Organizing WTF Events Broadcasting

Ms. Kyunghee Park

City Profile



WTF

City Branding on Graphic Layout



WTF

10

Organizing WTF Events Broadcasting

Ms. Kyunghee Park

City Branding on the Graphic layout



WTF

11

City Branding on the Mat



WTF

12

Organizing WTF Events Broadcasting

Ms. Kyunghee Park

Exposure on LED Board



WTF

13

City and Sponsor's logo on Banner



WTF

14

Organizing WTF Events Broadcasting

Ms. Kyunghye Park

Sponsor exposure on TV



WTF

15

Sponsor's logo on TV graphic layout



WTF

16

Organizing WTF Events Broadcasting

Ms. Kyunghee Park

City- Event Branding on TV replay wipe



WTF

17

New Opportunity: The Olympic Channel



WTF

19

10. Presentation #7

Organizing WTF Events

Marketing

Dr. Won J. Lee

Member of WTF Marking Committee

Marketing

Dr. Won J. LEE

Member
WTF Marketing Committee



Sponsorship

Domestic sponsorship program

- Organizers' sole right

Title sponsorship

- In principle, the WTF reserves the title sponsorship
- but 50% of the revenue can be shared with the organizer
 - Only in case the organizer arranges the title sponsor
 - With prior consultation with the WTF



Sponsor Exposure

Logo exposure (venue)

- The WTF and the organizer will divide the space on a 50:50 basis
- LED panel, A-board, banner, backdrop etc.

Logo exposure (TV and live streaming)

- In agreement with the WTF



WTF

Ticketing, Licensing and Entry Fee

Ticket Sales

- All revenues from ticketing will be taken by the organizer



Licensing & Merchandising

- All revenues from domestic activities will be taken by the organizer
- Organizer can also generate revenue from selling booths



Entry Fee

- Entry Fee shall be collected by the organizer and shared with WTF on a 50:50 basis



WTF

Platform Business

Creates value by facilitating exchanges
between two or more interdependent groups, usually producers and consumers.

WTF

Platform Business

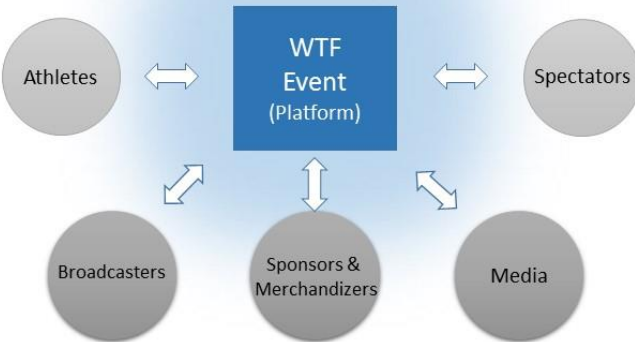
Creates value by facilitating exchanges
between two or more interdependent groups, usually producers and consumers.



WTF

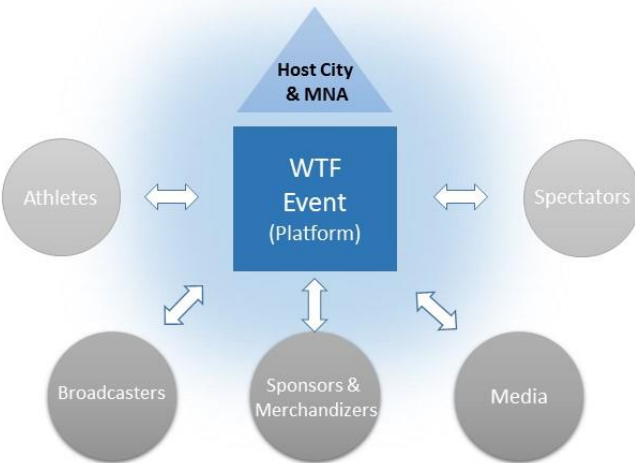
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III. Photos

Photos



Photos



Photos



IV. Participants

Participants (By alphabetical order of first name)

ALİ SAGIRKAYA, Turkish Taekwondo Federation
 ANATOLY TEREKHOV, Russian Taekwondo Union
 ANDREW RYAN, ASOIF
 ANGELO CITO, Italian Taekwondo Federation
 ANNA MANUELIAN, JTA
 ARTHUR BOUEDO, Freelancer Artist
 AZURA ZAINOL ABIDIN, E-Plus Global
 CLARISSE COSTAZ, Paris 2024
 DYLAN RAFATY, Employment and Training Consultant
 ELENA IVANOVA, Russian Taekwondo Union
 EMMA COWLEY, UK Sport
 FREDERIC BARBERIS, French Federation of Taekwondo
 FUMIAKI FUJITA, WTF
 GABRIEL RAMOS, Moveo Lab
 GUY HORNE, Lagardere Sports Geneva SARL
 HOSS RAFATY, WTF
 IAN LEAFE, GB Taekwondo
 JAEJOON YU, WTF
 JANIS BURKE, Houston Sports
 JEONGKANG SEO, WTF
 JIAO LI, Lagardere Sports Geneva SARL
 JINBANG YANG, WTF
 JOELIE CHISHOLM, Sports Taekwondo Australia
 JON TIBBS, JTA
 KEITH FERGUSON, USA Taekwondo
 KENNETH SCHUNKEN, Infinity Sports Group
 KYUNGHEE PARK, WTF
 MARLA ROE, Frisco Convention & Visitors Bureau
 MASSIMILIANO CAMPO, Italian Taekwondo Federation
 MATTIAS KAESTNER, IOC
 MIKLOS PATAKFALVY, Hungarian Taekwondo Federation
 MURAT TEMIRALIYEV, Kazakhstan Taekwondo Federation
 OLOF HANSSON, WTF
 RYAN CALLISON, Frisco Convention & Visitors Bureau
 SAMANTHA MATTHEWS, Aspire Events Consultancy
 SØREN HOLMGÅRD KNUDSEN, Danish Taekwondo Federation
 STEVE FLYNN, GB Taekwondo
 SUNGCHAN CHEON, WTF
 SYLVIA CHIU, Chinese Taipei Taekwondo Association
 TIM SMITH, Sportcal
 WALID YOUNES, Swiss Taekwondo Federation
 WONJAE LEE, WTF
 YAWAR ABBAS, Manchester City Council



Contact

bid@wtf.org

www.worldtaekwondofederation.net

5th Fl., Kolon Bldg., 15 Hyoja-ro,
Jongno-gu, Seoul, Korea (03044)

Tel. +82-2-3420-1447

Fax. +82-2-553-4728

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