

Protocol for press conferences at FEI Events

This document provides guidance for the organisation of press conferences at FEI events. Strict coordination between the FEI and the Event press office is required at major FEI events such as the FEI World Equestrian Games™, world and continental championships, Longines FEI Jumping World Cup™ qualifiers and Final, FEI Dressage World Cup™ qualifiers and Final, FEI Driving World Cup™ qualifiers and Final, Longines FEI Jumping Nations Cup™, FEI Eventing Nations Cup etc.

The following points regarding the organisation of a press conference at an FEI Event must be agreed in advance between the FEI and the Event press office:

- purpose and content of the press conference;
- names of the persons at the top table, their exact titles, and their placement;
- speaking order;
- timing;
- location;
- moderator;
- translation (English <--> local language if applicable);
- backdrop and any other branding items;
- distribution of press kits, flyers or any other promotional materials.

The above items **cannot be changed** without the FEI's prior agreement.

- The participants in the press conference and the press office staff are briefed accordingly by the Event press officer/FEI
- The press conference is announced via email and/or SMS to all accredited journalists, signs in the press office, plus verbal announcement in the media work room five minutes before the start
- Name cards are produced by the Event press office and are placed at the top table in the agreed order. Drinks for the speakers should be made available (if necessary, due to sponsorship requirements, the labels should be removed from the bottles)
- Technical equipment – audio and video (if applicable) systems are checked in advance. Any PowerPoint presentations, videos, images that may need to be shown during the press conference should be tested to ensure they function properly
- Lighting will need to be provided to ensure that the faces of those on the top table are not in shadow
- If a trophy is to be brought to the press conference, it should not be put on the top table. A smaller, lower table can be placed centrally in front of the top table for the trophy, so that it can feature in images without obscuring the winner/winners' faces
- If photographs from the press conference are required, a photographer should be briefed accordingly

- If TV crews are expected to attend, the Event press officer makes sure that there is enough space for the cameras and microphones, preferably on a raised dais at the back of the room to ensure a clear view for cameras and so that other journalists are not disturbed
- If a press release is issued in connection with any announcement made at the press conference, the content, quotes, photographs, branding and distribution are agreed between the Event press office and the FEI. The press release should be distributed at the start of the press conference, sent out through the usual distribution channels, posted online and made available in the press centre

Role of the moderator:

The role of the press conference moderator is to steer the press conference:

- Results and Standings should be announced at the outset, including a clear reference to the series sponsor (if applicable) and the competition sponsor
- Individuals on the top table should be introduced briefly, followed by some short opening questions. For post-competition press conferences these will be specific to the competition just completed
- The moderator will then open up the conference to attending journalists, asking journalists to state their name and media outlet before asking their questions
- Journalists will be provided with roving microphones to ensure clarity for individuals sitting on the top table and other journalists attending the press conference
- The moderator should have a number of questions prepared in advance for use in the event that no questions are asked by the attending media
- Thank the guests on the top table, the sponsors and the media, make any necessary miscellaneous announcements (i.e. programme for the next day), then close the press conference

Any changes to the agreed format, particularly the persons at the top table, must be cleared with the FEI in good time before the start of the press conference.

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