



PRESS CONFERENCE PROTOCOL FOR EVENT ORGANISERS

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Press Conferences at FEI Events

Strict coordination between the FEI and the Event Press Office is required at FEI-named Events such as FEI World and Continental Championships, FEI World Cup™, etc. as well as the Longines League of Nations™.

Ahead of any round/competition it should be made clear to both the media and the athletes (or National Federation press officers) who exactly is required to attend subsequent press conferences.

The organisers should appoint someone responsible to get those persons required to the press conference in a timely manner – as quickly as possible after a competition.

Athletes should be made aware that press conferences are not optional. Subsequent travel plans, flights etc should consider this requirement if the athlete is a potential medallist / event winner, 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 Officer and cannot be changed without FEI's prior agreement:

- Purpose and content of the press conference
- Names of the persons at the top table, their exact titles, and their placement. At the table you can have a representative of the OC. The President of the Jury should be present at the press conference, but not seated at the top table, as the attention should be drawn on the winning athletes. It is recommended that the Chef d'équipe from the winning team as well as the course designer for Jumping and Eventing competitions (XC & Jumping) should be present at the press conference after the competition.
- Timing
- Location - Consideration must be made to any potential background noise during the press conference. If in the Press Room, for example, it is difficult to keep everyone quiet.
- Moderator
- Translation (English <-> local language if applicable)
- Backdrop and any other branding items
- Distribution of press kits, flyers or any other promotional materials

Press conferences can be held prior to the event's start, during the event, after major competitions or phases.

- Presentation press conferences prior to the event should cover essential topics such as the organiser's presentation, program, technical aspects, "people" aspects for the general press, press service information, and sponsors.
- Press conferences during the event should provide an opportunity for the press to meet with athletes, trainers, officials, and sponsors after competitions or at the end of each day.
- Organise press conferences as quickly as possible after competitions, after broadcasters have conducted interviews with winning athletes.
- Communicate the schedule of all press conferences to accredited media at the beginning of the event, including day, time, subject, and speakers.



- Depending on the importance of the event and press attendance, informal briefings can also be held between relevant parties - such as athletes and technical officials - and the press.
- Assign a member of the Press Office team to inform athletes and relevant persons about the press conference and escort them to the conference after the prize-giving ceremony and broadcast interviews.

Speaking Order

Journalists are often writing live copy during press conferences and in order for them to publish their content as quickly and efficiently as possible, this is the order those at the press conference should speak:

1. 1st, 2nd and 3rd placed on podium, as well as the top-placed local athlete
2. Head Judge/Course Designer
3. Organisers and/or sponsors (if required)

The Press Conference Protocol

- Participants in the press conference and Press Office staff are briefed by the Event Press Officer/FEI.
- The press conference is announced via email/SMS/WhatsApp group to all accredited journalists, as well as physical signs/printouts in the Press Centre, and a verbal announcement in the media workroom five minutes before the start of the press conference.
- Name cards are produced by the Event Press Office and placed at the top table in the agreed order.
- Drinks for speakers should be made available, with labels removed from bottles if necessary due to sponsorship requirements.
- Technical equipment, including audio and video systems, are checked in advance. PowerPoint presentations, videos, and images that may be shown during the press conference are tested to ensure proper functioning.
- If photographs from the press conference are required, a photographer is briefed accordingly. If there is interest from the Media, the press officer will arrange for photographers to take images of the athletes present at the table once the press conference is finished.
- If broadcast crews are expected to attend, the Event Press Officer ensures there is enough space for cameras, preferably on a raised platform at the back of the room for a clear view and minimal disturbance to other journalists.
- Space should also be made available for broadcasters' microphones on the top table if required.



- 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 upon between the Event Press Office and the FEI.
- The press release should be distributed at the start of the press conference, sent out through 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 Title and/or Presenting Sponsors.
- 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.
- At the conclusion of the press conference, the moderator should thank the guests on the top table, the sponsors and the media and make any necessary miscellaneous announcements (i.e. programme for the next day).

At FEI-named Events, 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.

Anti-Doping Testing

- It's important to note that anti-doping controls will be performed only AFTER the press conference.
- The Press Officer will ensure that anti-doping officials can chaperone all designated athletes from the medal ceremony to the press conference at all times. If athletes are transported from the medal ceremony to the press conference by car/golf cart or any other motorized vehicle, the organisers will provide the same means of transport to all members of the antidoping team.
- The organising committee must brief the staff and volunteers that this is the established protocol and anti-doping personnel must wait until the end of the press conference.



Disclaimer

Should there be a signed agreement between the Organiser and the FEI for the hosting and organisation of the relevant FEI Event and/or Competition (a "Host Agreement"), and if there is any discrepancy between the terms of the Agreement and the Media Operations at FEI Events Guidelines & Checklists, the Host Agreement shall always prevail.

The FEI, acting reasonably and in good faith, reserves the right to change the Media Operations at FEI Events at any time and shall inform the Organiser accordingly. The Organiser shall apply the latest version of such updated Media Operations at FEI Events.

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