

Event Organisers Guide

5.1 - Media Operations & Press Relations

Introduction

Helping the media, in all its forms, to provide good coverage for your Event to the widest possible audience is the best form of publicity available and is a crucial contribution to the success of the Event.

Many parties are involved in organising an Event, and each of them has its mission and importance. Organisers, Athletes and officials all have a role to play in making the Event happen and turn it into a success. The media is instrumental in promoting the Event, encouraging spectator attendance and attracting – and retaining – the sponsors.

In today's world, the media take many forms and include traditional print press, online press, broadcasters, photographers and social media bloggers, vloggers and writers. Depending on the Event, some or all of these types of media will be expected to attend and will need to be catered for. It is important to note that some media (mostly broadcast) have contracts in place that also need to be respected.

Main considerations in taking care of media at your event:

- Someone to liaise with and look after members of the media attending the event
- Reserved/dedicated tribune/seating for media to watch competition
- Somewhere for the media to work (Media Centre) – writing, filing photographs etc
 - Sufficient space
 - Work desks
 - Power
 - Good internet
 - Access to food and toilets
- Mixed zone – area adjacent to competition arena to interview Athletes post-competition

Guidelines for Media Operations at FEI Events

Guidelines have been designed specifically to help Organisers provide the best possible working conditions for the media. The **Guidelines** outline the necessary steps, decisions and actions that need to be taken before, during and after the Event in order to optimise conditions for the media, both those on-site and those covering the Event remotely.

Bearing in mind the various scales of media activities in different parts of the world, the aim of the FEI is to provide a tool that can be useful for different levels and size of organisations. For some of the more experienced Organisers, some elements of the **Guidelines** may seem obvious, but the goal is to enable everyone to provide a better service to the media and increase the appeal of your Event, and of equestrian sport in general, as well as to provide greater brand visibility for both FEI and Event sponsors.

Event Organisers Guide

Protocol for Press Conferences at FEI Events

The following document provides guidance for the organisation of press conferences at FEI Events - click [here](#).

Media Operations at FEI Series & Championships

Specific contractual requirements for Organisers of FEI-named events, series and championships can be found in the respective Host Agreement between Organiser and FEI. Press Officers must check this host agreement to fully understand the implications for their team and media attending.

Media Access to Stables at FEI Events

The stables area is often of interest to the media. However access is strictly controlled under FEI Veterinary Regulations. Media requests to access the stables area must be made and subsequently managed in strict accordance with the [FEI's policy for media access to stables at FEI events](#).

Sponsors & Press Relations

The use of event logos and sponsors' logos is key to promoting both your event and maximising exposure for your sponsors. However, there are occasions when your sponsors may wish to have references to their brand removed from communiques, such as a horse testing positive to a prohibited substance at your event, a disqualification for hypersensitivity, a horse welfare issue or some other potentially controversial matter.

We do of course understand that you may have contractual obligations to use the full designation of the event and the sponsor's logo in all communiques. However, the FEI recommends that organisers of FEI events should liaise directly with their sponsors prior to the event to agree a protocol for use in case there is an incident that has the potential to damage a sponsor's brand image.

FEI Online Resources for Media

The FEI provides a wide range of online information resources to support media, Organisers and Event Press Officers. These include:

- **FEI Media Hub**
- **FEI Photo Catalogue** - Free images for editorial use are available from [FEI Photos](#). Media simply need to register their details and a username and password will be emailed to them.
- **Social Media** - The FEI posts news, images and video on [Facebook](#) and [Twitter](#). We encourage media, Organisers and Event Press Officers to follow us on [Facebook](#) and [Twitter](#) and share content.
- **Athlete Biographies** - Biographies can be found [here](#).
- **FEI YouTube Channel** - Event previews, interviews and behind the scenes footage from many FEI events are available on the [FEI's YouTube channel](#)

Event Organisers Guide

. Feel free to share this content.

- **FEI TV** - Live footage from many Events can be viewed on [FEI TV](#), the FEI's official video channel. To subscribe to [FEI TV](#), please click [here](#).

Further Advice & Support

The FEI Press Relations Team is pleased to support the efforts of you, the Organiser, and your Event Press Officer. In order to support you effectively, please:

- Include the FEI on your press mailing list citing the email address press@fei.org
- Send us a short text presenting your Event, the logo, images (with caption and credit), press kit, press accreditation and hotel reservation details, so that we can publish these details on the [FEI website](#), on social media, in FEI publications and in [FEI Photos](#).

Furthermore you can contact the FEI Communications department for advice at any time, they are there to help and support the smooth running of your event. They can be contacted [here](#).

Additionally the [International Alliance of Equestrian Journalists](#) (IAEJ) has appointed national delegates in each country to advise and help you. Click [here](#) for more information about the IAEJ.

Any questions?

If you have any questions regarding organising FEI competitions or would like further advice not available through this guide please contact your [National Federation](#) or the relevant FEI department [here](#).

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