

## ITTF 2017 Challenge Series Media Guidelines

The ITTF Challenge Series is an important series on the ITTF calendar which must be promoted properly to the world through international media.

These guidelines will provide you as the organizer the advise and help you need to ensure that the media operations are implemented to the international standard.

### Organising Media Personnel

In order to provide an adequate level of service for the accredited media and to fulfill ITTF's needs, the Organising Committee must provide the following media personnel:

| Role  | Skills  | Responsibilities   |
|---|---|--|
| 1 x Media Officer. This person must be approved by the ITTF.                    | Fluent in English and the local language<br>Event Media experience<br>Knowledge of table tennis | ITTF's point of contact for all media issues and will be responsible for all media operations at the event.<br><br>More details can be found below.  |
| 1 x local language to English translator (if the local language is not English) | Fluent in the local language and English.   | Assisting ITTF's media offer and international media translate interviews and conversations.   |
| 3 x Media volunteers  | Enthusiastic and have an interest in media  | Assist the OC and ITTF Media officer conduct the media operations of the event.<br>Manage the printing, copying and distribution of printed material to the media.<br>Managing the media areas, making sure no unauthorized person enters.<br>Managing photographers to ensure not too many are on the FoP at one time.<br>Managing the flash quotes.<br>Assisting and managing the mixed zone |

### ITTF Event Press Officer Roles and Responsibilities

The role of the Event Press Officer is to ensure that the ITTF event is covered as extensively as possible by local and international media to promote the event.

The press officer should have a media background, as well as knowledge and experience of how to run media operations at an international event.

- Pre event roles:

- Create an adequate media team for the event, as per the ITTF media guidelines.
- Create a media plan about how to best promote the event with social media, traditional media and digital media.
- Create a list of local media contacts.
- Send out a press release launching the event to all the local media. This should have all the information about the event.
- Create a media accreditation application form and send it to your local media contacts. A copy should be sent to the ITTF to send to their international media contacts. This can be done in conjunction with the above press release.
- Organize and host a pre event press conference/media day to develop the media's interest in the event.
- Organise a professional photographer for the event.
- Be the key person for all the local media to answer any questions that they have about the event.
- Constantly writing press releases in the lead up to the event promoting the event, players and accreditation deadlines.
- Ensure that the media operations and facilities are compliant with ITTF's media guidelines.
- Forward the final list of approved media accreditations to the ITTF.
- Create a media kit in English and the local language; it should include all the crucial event information. The ITTF can advise on this.
- Send logistical information to all the accredited media, such as: where they can pick up their accreditation, final entry list, media kit, information on the location of the media centre, media tribune, mixed zone, press conference room etc.
- During event roles:
  - Welcome the media and give them their media accreditation passes.
  - Make sure the media centre, media tribune and mixed zone are all working well.
  - Deal with any of the media's questions or issues.
  - Organise any requested media interviews with players or officials.
  - Manage the photographer, and ensure photos are being sent to the ITTF as per the photography guidelines.
  - Interviewing players and supplying flash quotes to the local media and the ITTF.
  - Providing the media onsite with up to date printed media tools such as schedules, results, flash quotes etc.
  - Be managing the events social and digital media networks.
  - Answering offline media requests.
  - Monitoring local and international news about the event.
  - At the end of each day of the event, write an email to all your media contacts, including those who are not at the event supplying them with the media tools that they need to do their job (daily summary pictures, quotes, results, schedule etc).
  - Organizing and running necessary press conferences.
- Post event roles:
  - Send ITTF a summary of media articles written on the event.
  - Send ITTF the final list of accredited media contact details.
  - Short report on the media operations at the event.

## Media Accreditation

The OC must create a media invitation 60 days before the event for local media that will in turn be sent out to international media through the OC's and ITTF's contacts.

The OC may use ITTF's online form and database to collect the details of the accredited media.

Press accreditation is for working media only. Family and friends of the media do not qualify for press accreditation at any time. It is not appropriate to have children in a press working area.

All accreditation should be confirmed to the media in writing, along with a schedule of activities that includes time of the pre-draw press conferences, the draw, daily start of play, transport schedule and any media function planned.

When the OC received international media accreditations, the OC must inform the ITTF for approval.

The final media accreditation list, including all the contact details must be emailed to ITTF seven days prior to the event.

#### Accommodation & Visas

A hotel (at least 3 stars) close to the venue must be offered to the media. If there is not a hotel in walking distance from the hotel, transport must be provided for the media.

It is acceptable if the OC offers the media to stay in the official hotel and use the official transport system.

If the ITTF has approved international media to attend the event, the OC must assist them to obtain a visa if needed.

#### Press Kit

For the local and international media that is not accustomed to table tennis, a press kit is very helpful. The press kit should be created in the local language and English.

This must be sent to the ITTF for approval before printing.

Recommended contents:

- Basic overview of the ITTF, table tennis and the Challenge Series. (Provided by the ITTF)
- Schedule of the event
- Bios of the top local and international players
- Players list
- Results from previous Challenge Series events
- Organisation information (list of key organisational contacts)
- Sponsor information about all global and local sponsors (sent by the ITTF)
- General city/region information (more if expecting international media)
- General media information (media centre, press conferences, media events, Accreditation, media zones)
- Accommodation (if expecting international media)
- Transportation/parking

#### ITTF.com and Social Media Needs

An ITTF Press Officer will not be present at all Challenge Series events, so the ITTF needs assistance from the OC to provide content for ITTF.com and ITTF's Social Media mediums.

## Photographer

Depending on the quality of the photos of your event will determine what peoples thoughts of the event are and how much media attention the event obtains.

For these reasons, the OC must appoint a photographer to provide the ITTF high quality rights free photographs.

To ensure that the photographer is of a high event standard, the OC must send the name of their proposed photographer and a portfolio of their work to the ITTF for approval.

The photographer will be credited for the all the photos, however the ITTF will own the rights to the photos and will distribute them to the media for their editorial use. The ITTF may also use these photos in our publications.

The photographer must have the following equipment, which is standard from all major wire agencies:

- 2 x camera bodies - Canon 1DX
- 1 x camera body for remote shooting if needed - 5D MK 3 or 6D
- 1 x Telephoto Lens - Canon 300mm F2.8 or 400mm F2.8 or 200-400mm F4.0
- 1 x Telephoto zoom lens - Canon 70\_200mm F2.8
- 1 x Standard zoom lens - Canon 24-70mm F2.8
- 1 x Wide angle zoom lens - Canon 16-35mm F2.8 or 17-40

## Flash Quotes

All the flash quotes that are being provided to the media on site, must be also emailed to the ITTF ([media@ittfmail.com](mailto:media@ittfmail.com)). More details on what flash quotes are needed and procedure for getting them can be found in the provided document.

## Event Press Centre

The OC must provide a press centre that is close and easily assessable to the media tribunes, mixed zone and press conference room.

The press centre requirements:

- Media officer from the OC with experience in table tennis to be present at all times to assist the media and provide them with information
- Enough tables and chairs for the expected media
- Electricity ports at each table
- Stable high-speed internet with enough cabled Ethernet ports at each table for the expected media and password wifi
- Black and white laser printer
- High speed photocopier with sufficient paper supplies
- Notice board for results, announcements and news
- Pigeon holes for press releases, draws, results and daily quotes
- Stationery such as pens and pencils
- All printed media information
- Food and refreshments for each day of the competition
- Locked storage for photographer and the media's personal items

Optional

- Plasma screens showing the matches live
- Plasma screen showing live results



### Press Tribune

The OC must provide a dedicated section of the tribune for the media to be able to watch the table tennis and work at the same time.

The media tribune requirements:

- Close and easily assessable to the press centre and mixed zone
- Must be cut off from the general public and only those that have a valid media accreditation is allowed to access
- Enough table and chairs for the expected media to comfortably sit on
- Seats must be comfortable enough for the media to sit on all day
- Stable high-speed Internet with enough cabled Ethernet ports at each table for the expected media and password Wi-Fi
- Media volunteers regularly bringing up printed results and updates



### Mixed Zone

The mixed zone is a vital area to have working optimally to ensure the media success off the event.

Mixed Zone requirements:



- For the mixed zone to be a success, 100% of the players need to be forced to walk through it. This needs to be done by there only being one exit from the field of play and placing the mixed zone between the exit and the change rooms or transport where the players will want to go after the match
- All players must go through the mixed zone, even if they have more matches on the same day
- The mixed zone must be close and easily assessable from the press centre and media tribunes
- There must be a 2.5 metre high ITTF approved backdrop erected along the length of the mixed zone
- The lighting must be no less that 1500 lux
- A fence, or rope 1.5 meters from the backdrop must run the length of the mixed zone. This will ensure that the media is separated from the players.
- The first spot in the mixed zone as the players walk in must be set aside for the TV host broadcaster
- The second spot in the mixed zone as the players walk in must be set aside for itTV
- The rest of the positions are for TV rights holders and non rights holders
- After the big matches, the OC media officer and media volunteers must be on hand after each match to ensure the players go straight to the mixed zone, walk through it and spend equal time with all the media agencies interested in speaking to them
- Local language, Chinese, Japanese and Korean translators must be on hand to assist the media and ITTF staff interviewing the relevant players



### Media Zones

- Together with the ITTF Media Officer and ITTF Competition Manager the organizing committee must set up the media zone on the field of play where photographers that have an official vest can enter. A proposal must be sent to ITTF 30 days before the event begins.
- During the event, the OC Media Officer must work closely with the ITTF Media Officer and ITTF Competition Manager to control the amount of photographers on the field of play. This is controlled by only photographers with vests are allowed to enter the field of play.
- In addition to photographers with vests, only the HB and TV rights holders are allowed to enter the FoP.
- Journalists must only be allowed to enter the press centre, press tribune and mixed zone. They must never be allowed to entre the field of play.
- Only TV rights holders are allowed to enter and film the training venue.

### Photographers

A picture says a thousand words, so the ITTF encourages as many photographers to attend the event as possible. However, to control the amount of photographers present on the field of play, only photographers with vests allocated from the OC may enter.

The OC is responsible to provide these vests, manage the distribution to the photographers and ensure that no photographer without a vest of on the field of play.

All photographers must be advised that they must not use a flash and they must not be in a position that blocks the view of a TV camera, official or spectator.

### **Media Services**

To ensure that the event is covered by the media as widely as possible, the OC must provide the media with all the tools needed to complete their work.

Required media services:

- Press Kit as explained earlier in the document.
- Flash quotes written in the format identified in the attached document. These need to be printed out and put in the pigeonholes and given to all the media on site. These also need to be emailed to all the accredited media and given to the ITTF to upload to ITTF.com and email to the international media.
- Results printed and distributed as they happen.
- Draw and order of play distributed at the start of the day.
- Statistics at the start of each day, such as: head to head results (can be found on ITTF.com) for the key matches.
- Current World Rankings of all the players playing printed and distributed
- Players bios in a format approved by the ITTF printed and distributed
- Translators on site to assist the media interviewing players

### **Press Conference**

#### **Pre event press conference**

The ITTF recommends the OC arrange the pre event press conference in conjunction with the draw the day before the commencement of the event.

The location should be somewhere assessable to both the media and the athletes, such as the host hotel or a central city landmark. If it is not at the host hotel, transport must be provided for athletes and the ITTF media officer.

Press Conference Requirements:

- The best athletes available must be invited to attend. Suitable players would be: Number one seeds, defending champions, host countries best players
- The ITTF President, or the highest ranking officer and a representative from either the host National Association or Organising committee needs to be invited and sit on the front table to speak to the media
- Free wifi internet
- MC that is a good public speaker and is knowledgeable about table tennis
- Projector and screen to show profiles of each player, draw and schedule of the event. This must use the template supplied by the ITTF
- A front table with enough seats for the invited dignitaries and players
- Front table must include microphones, water and ITTF approved nametags
- Adequate seats for the expected media
- Adequate audio visual equipment
- ITTF approved backdrop

- OC must provide food and beverage for attendees
- Press conference must be held in the local language and English. There also may be a request to have it in Chinese if there is enough Chinese media present.

### Press Conference Room

The OC must provide a press conference room that is available throughout the event for any schedules or ad hoc press conferences that the OC, ITTF or National Association would like to hold.

#### Requirements:

- Close to the press centre, press tribune and media zone
- Big enough to hold the expected amount of media to the event
- Adequate seats for the expected media
- Front table big enough to fit 6 people that includes microphones, water and ITTF approved name tags
- ITTF approved backdrop
- Free wifi
- Adequate translators available
- Lighting must be no less than 1500 LUX



### Post event press conference

A press conference needs to be held in the press conference room after each gold medal match, except the U/21 matches (unless there is a huge interest).

The OC media offer must arrange for the gold and silver medalist to come immediately after the conclusion of their match to the press conference room. The players must go straight to the press conference room and not stop in the mixed zone.

An announcement must be made on the venues loud speaker in the local language and English informing the media that the press conference will be taking place in the press conference room. There also must be signs in the press centre informing the media about the press conference schedule.

Players name tags and water must be put on the main table.



The press conference must be held in the local language and English. If the players involved in the press conference do not speak these languages, the relevant translator must be present.

**Run Order:**

The press conference is run in the following order by the OC media officer:

1. Asks the media to take a seat as the press conference is about to begin
2. Introduce the players on the panel and congratulate them for winning the gold and silver medals
3. Ask the runner up to say a few words about how their tournament went
4. Ask the winner to say a few words about their feelings to win the event
5. Open the floor up for questions to the media. When asking questions the media must state their name and media agency. Only allow for 5-6 questions to ensure the press conference does not take too long. If there are no questions from the media, the OC media officer should ask their own questions to the players about the final
6. Close the press conference by thanking the players and media for attending

NOTE: if there is going to be less than 5 media attending the press conference, it should be cancelled and media should access the players in the mixed zone. If this is the case, the OC needs to convey this to the media ASAP.

**ITTF Contact**

For all questions relating to media/promotion, please contact ITTF's Promotion & Media Manager Matt Pound on [mpound@ittfmail.com](mailto:mpound@ittfmail.com), or +65 8654 4715.