



2020 ITTF World Tour Media Guidelines

The ITTF World Tour is ITTF’s biggest, and most celebrated global tour, so it must be promoted properly to the world through international media.

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

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1. Organizing Media Personnel

In order to provide an adequate level of service for the accredited media and to fulfill ITTF’s needs, the Organizing 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 Event Media experience Knowledge of table tennis	ITTF’s point of contact for all media issues and will be responsible for all media operations at the event. 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 officer and international media translate interviews and conversations.
1 x Chinese to English translator. (can be the same person if they speak the other languages as well)	Fluent in Chinese and English.	Assist ITTF’s media officer and local and international media interview Chinese players in the mixed zone. Provide translation at press conferences if needed.
1 x Japanese to English translator (can be the same person if they speak the other languages as well)	Fluent in Japanese and English.	Assist ITTF’s media officer and local and international media interview Japanese players in the mixed zone. Provide translation at press conferences if needed.
1 x Korean to English translator (can be the same person if they speak the other languages as well)	Fluent in Korean and English.	Assist ITTF’s media officer and local and international media interview Korean players in the mixed zone. Provide translation at press conferences if needed.



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<p>3 x Media volunteers</p>	<p>Enthusiastic and have an interest in media</p>	<p>Assist the OC and ITTF Media Officer in conducting media Operations during the event.</p> <p>Manage field of play and media areas. Making sure that FOP is “clean” & no unauthorized personals enter.</p> <p>Help with the collection of quotes from players to furbish on Flash Quote document.</p> <p>Ensure that there is no unauthorized filming of match footage from fans and media.</p>
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2. ITTF Event Press Officer Roles and Responsibilities

Event Media Officer

The OC **must** appoint an event media officer. He/she should be the point of contact for all media issue with the ITTF media officer.

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

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

□ 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.
- Organize 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 center, 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 center, media tribune and mixed zone are all working well.
- Deal with any of the media's questions or issues.
- Organize 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.
 - Ensure that there is no unauthorized filming of match footage from fans and media.
- Post event roles:
- Put together a summary of the articles written by the media of the event.
 - Put together a summary of the LOC social media performance.
 - Put together a short report on media operations at the event.

Translators

Translators should be arranged by the Event media officer. As a rule of thumb, English should be the main medium of communication and there should be a translator for Chinese, Japanese and Korean. A local language translator should be arranged if need.

The translator should be present on all days and will primarily help with translation of interviews in the mixed zone area.

During TV produced days, translators are also required to help with on court interviews. These translators should be professional and fluent enough to handle quick translations of the player's answers.

Media Volunteers

A minimum of 2 media volunteers are recommended for all challenge events. They should be considered an extension of the Event media officer and be available to help with. Media volunteers should ideally have an interest in media operation.

3. 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.

4. Media Kit

For the local and international media that is not accustomed to table tennis, a media kit is very helpful. The media 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 world tour. (Provided by the ITTF)
- Schedule of the event
- Bios of the top local and international players
- Players list
- Results from previous World Tour events
- Organization information (list of key organizational 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 center, press conferences, media events, Accreditation, media zones)
- Accommodation (if expecting international media)
- Transportation/parking

The ITTF will produce a media kit for all World Tour events in English to assist the local and international media to cover the event.



5. Content requirements

ITTF.com and Social Media Needs

An ITTF Press Officer will not be present at all World Tour 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 professional 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.

An example of the basic equipment required and recommended at the event:

- 2 x camera bodies - Canon 1DX
- 1 x camera body for remote shooting if needed - 5D MK 3 or 6D
- 1xTelephoto 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

The type of photos required by the ITTF:

- Action shots of every player from qualification stage
- Match winning moment
- Player's emotions
- Fan's excitement
- Sponsor photos (ITTF to advise)

Flash photography is not allowed in the FOP

Flash Quotes

A good way for the media to tell their story and give fans personalized experience is through the quotes from players. Media volunteers should look to collect as many quotes as possible from players and send them to the ITTF media officer via media@ittf.com.

6. Media Centre, Tribune, Field of play, Mixed zone



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In order for the latest news and stories to reach the masses, the media should be provided with the necessary tools. The Media center and Tribune should be easily accessible to mixed zone, Field of Play and Press conference room

Media Center

- 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 Wi-Fi
- Black and white laserprinter
- 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 screen showing live results/match





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Media Tribune

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

The media tribune requirements:

- Close and easily assessable to the media center 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
- 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





Field of Play (FOP)

The field of play is where the action is happening and the most important area of the whole event as it is what the public see. As such, there is a need for the field of play to be “clean”. To do so, the Event media officer should designate photography positions, limit access to **rights holders, host broadcasters** and **photographers** only & ensure that anyone on the FOP maintains a professional image.

Mixed Zone

The mixed zone should be set up directly outside the FOP exit such that players are made to walk through the mixed zone. The mixed zone wall should be a least 2.5m tall and the design approved by the ITTF marketing department before printing.

The mixed zone lighting should be no less than 1500lux and a barricade or divider should be arranged such that the media and players are separated. Translators should be on hand to help with translations for interviews.



In the mixed zone, a set position should be arranged for the following to conduct interviews in this order:

- Host broadcaster
- Rights Holders
- ITTF media
- Non-Rights holders
- Written Press

Do note that each of the above should have no more than 3 mins with the player. The player should not be in the mixed zone for more than 15mins

Media Zones

The above mentioned areas are the different media zones. Together with the ITTF Media Officer and ITTF Competition Manager the organizing committee must set up designated media zones where media can only access the area which they have been accredited for. For identification purpose, different colour bibs should be handed out to the media. A proposal must be sent to ITTF 30 days before the event begins.



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- 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.
- Written Press must only be allowed to enter the press center, press tribune and mixed zone. They must never be allowed to enter the field of play.
- Only TV rights holders are allowed to enter and film the training venue.

Media Personals

The following list the different personals likely to attend an event and the zones in which they can access.

- Written Press – media center, tribune & mixed zone
- Photographers – media center, tribune & FOP
- Host broadcasters – media center, FOP, mixed zone & training hall
- Rights holders – media center, FOP, mixed zone & training hall
- Non-rights holders – media center, tribune & mixed zone

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:

- Media 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 at the end of each session.
- 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



7. 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 Organizing committee to be invited and sit on the front table to speak to the media
- Invites for players and officials to attend should be sent out to the NA by the LOC in advance.
- Free Wi-Fi internet
- MC that is a good public speaker and is knowledgeable about table tennis
- Projector and screen prepared in case press conference is done together with another event. (e.g Draw ceremony)
- 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 scheduled or ad hoc press conferences that the OC, ITTF or National Association would like to hold.

Requirements:

- Close to the press center, 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 Wi-Fi
- Adequate translators available
- Lighting must be no less than 1500 LUX



Post event press conference

A press conference should be held in the press conference room after each gold medal match,

The OC media offer should 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.

A notice on any press conference must be sent to the media personals via announcement and email.

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.

Running Order:

The OC media officer runs the press conference in the following order:

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



8. Copyrights and Security

The ITTF owns the Global copyrights to all match footages from the event. Local broadcasting rights belong to the OC. As such, any recording of match footage is considered illegal and should be dealt with. It is the Event media officer's responsibility to enforce strict rules to inform fans that video recording of full match is not allowed. Short form videos to help promote videos is acceptable.

It is advised that prior to entry, a simple bag check can be done such that any professional recording devices and tripods be kept at the security desk and not be allowed to be brought into the viewing area. Audience can collect their items when leaving the venue. Should anyone be caught recording, they will be given a warning. After which, the audience may be asked to leave the venue should they not adhere to the no video rules. The decision of the media officer is final.

Security should also be in place to ensure that fans do not venture into Media Zones without proper accreditation.

9. Others

For all questions relating to media/promotion, please contact ITTF's Marketing Manager, Seet Cheng Howe at (chenghowe@ittf.com) or ITTF Content Manager, James Francis (jfrancis@ittf.com)