



EUROPEAN
ATHLETICS
YOUR SPORT FOR LIFE

CEO CONFERENCE

Minsk 2018

***DNA Project –
New Event at European Games 2019 in Minsk***

CEO Conference, Minsk, 20 April 2018

Where are we coming from?



"It's all about **innovation**"
Svein Arne Hansen

WHAT CHANGES are needed?



"To **change** or to **be changed**
that is the question"
Thomas Bach

- Changes need to be made to the calendar and ECH qualification system **to tell a story**.
- Changes need to be made to **our existing events**.
- Change must come about through **new, innovative events**.
- Change must come through **how we operate** as an organisation.
- Change must come through **how we do business**.



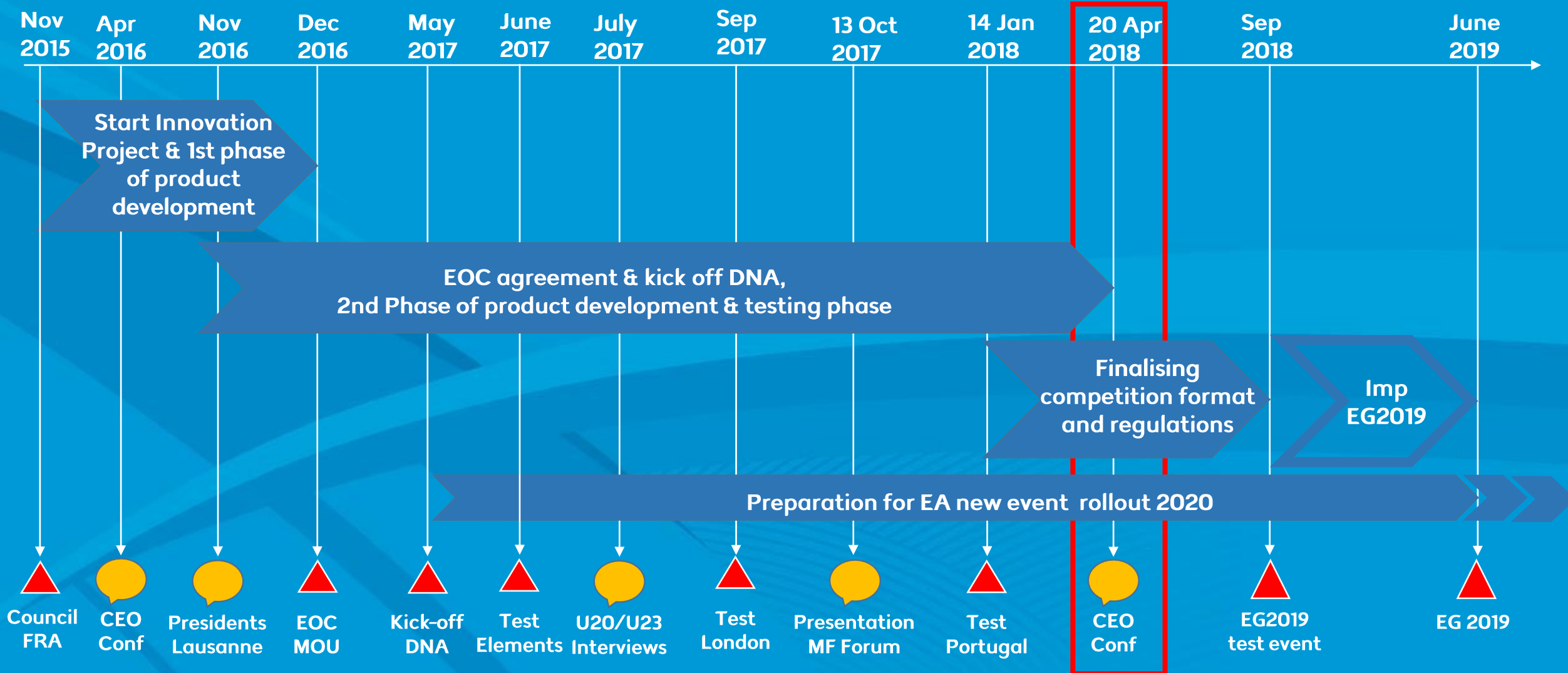
"It needs to be a **modern, athlete focused**
sport, to be **attractive & exciting** to young people"
Lord Sebastian Coe

Project Process for DNA

The project kicked-off in November 2015 with the Innovation Project

- In-depth market research, interviews, data analysis in 2016
- EOC contract Dec 2016 with EA participation at EG 2019
- Product Development in 2016 & 2017
- Test event and regulations in 2018
- European Games in June 2019
- Roll-out to follow

Timeline for New Product Development



Motivation and Goals for DNA

EA wants to make the fan base younger by creating a new event that...

- ...targets a young audience of 15-34 year old's
- ...is commercially and publicly attractive
- ...showcases the DNA of the sport
- ...balances serious elite athletics and entertainment
- ...integrates digital technology and social media as part of the event

Results Market Survey Nielsen Sports

A market survey spotting the target group of European 15-34 year olds revealed a high interest for an athletics event with the following criteria*

- National teams competing against each other (73%)
- Unpredictability of the winner until the last second (72%)
- Live music and gigs (71%)
- The best athletes competing (70%)
- Men and women competing against each other (68%)
- Fan-access to athletes, interaction with athletes (64%)
- Interactivity & Social media voting (63%)

* 3500 respondents in total (each 500 respondents per GER, FRA, GBR, ESP, ITA, POL, SWE) aged between 15 and 34 years (15-25 years: n=1798, 26-34 years: n=1702)



DYNAMIC NEW ATHLETICS



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European Games 2019

Athletics Information European Games 2019 in Minsk



Athletics

- 23-28 June 2019, 4 competition days, plus 2 rest days, of knock-out tournament
- 120min match with 6 teams, up to 23 athletes per team, 10 disciplines (8 standards)
- Up to 30 teams qualified from ETCH 2017 – allocation process & timelines to be announced
- Up to 690 athletes (incl reserves)
- Team Medals and individual medals for best performance in each discipline
- EA Production Team: 2 Technical Delegates, 1 EP Delegate, 1 TV Delegate, Project Leader
- 8 ITOs, 1 International Starter, 1 International Photo Finish Judge, 2 VDM Judges
- Regulations are finalised and published in the coming weeks

Team Draw for European Games 2019 in Minsk

Top 30 Teams qualified from ETCH 2017:

- a seeding list will be compiled based on the results of ETCH 2017',
- teams are to be distributed to groups based on the zig zag distribution
- a draw to be done for the order of the matches

Example: Zig-Zag distribution for Qualification Day 1				
Match 1	Match 2	Match 3	Match 4	Match 5
1	2	3	4	5
10	9	8	7	6
11	12	13	14	15
20	19	18	17	16
21	22	23	24	25
30	29	28	27	26

First 30 Qualified Teams from 2017 Ranking					
1 GER	6 UKR	11 FIN	16 TUR	21 IRL	26 BUL
2 POL	7 ITA	12 SUI	17 POR	22 HUN	27 DEN
3 FRA	8 CZE	13 BLR	18 NOR	23 SVK	28 SLO
4 GBR	9 GRE	14 NED	19 ROU	24 LTU	29 LAT
5 ESP	10 SWE	15 RUS*	20 BEL	25 EST	30 CYP

*Russian participation pending IAAF reinstatement

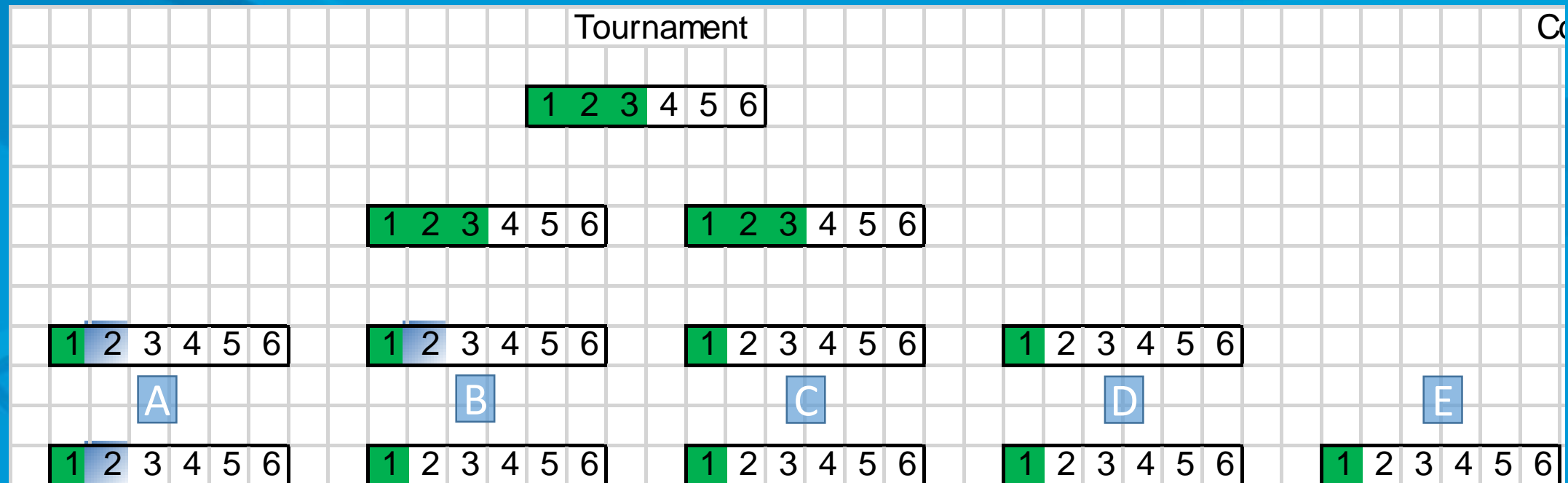
Athletics Schedule

- Opening Ceremony & Date of Arrival: 21 June 2019
- Training Date: 22 June 2019
- Six (6) Competition Days: Sunday, 23 – Friday, 28 June 2019
 - 23 June Day 1: Qualification Round
 - 24 June Day 2: Rest day
 - 25 June Day 3: Quarter finals
 - 26 June Day 4: Semi-Finals
 - 27 June Day 5: Rest day
 - 28 June Day 6: Final
- Closing Ceremony & Date of Departure: 30 June 2019

Athletics Information European Games 2019 in Minsk

Tournament Schedule: 23 – 28 June 2019

- minimum 2 matches per team, maximum 4 matches
- Up to 4 competition days and total 6 event days (2 rest days)
- Best 2nd team is selected according to highest number of points after 9 events



Dynamic New Athletics

The New Event – “Dynamic New Athletics”

What are the innovative elements?

- One event at a time
- Unpredictable until last event – winner takes it all
- Fixed teams with team captain with mic
- Showcasing traditional elements in new way (e.g. hurdle lights, athletes introduction & interaction)
- Presenting new formats with innovative rules
 - Head to head field events
 - Athletics track’athlon
 - Pursuit race
 - Everything counts
- Team tactics & strategy
- Fast & reliable results
- Focus on head & video referee
- One production team
- Adaptable and modular concept
- Applicable for elite and grassroots

The basic competition format

6 national teams

- Mixed men and women
- Up to 23 athletes in each team, incl. reserves
- Focus on team tactics and strategy

Maximum 120 minutes

- Fast paced sequence of events
- Only one event at a time

10 events in total

- Focus on run, jump and throw
- New formats
- Traditional formats presented in a new way
- 8 events for WCH & OG standards

Simple scoring system with a grand finale crowning the winner

- The last event will determine the winner
- Everything counts
- Points ranging from 2 to 12: 12 points 1st place, 2 points 6th place

Overview of the events

1 6 Track Events

- 100m men & women
- 100m hurdles women & 110m hurdles men
- Mixed 4x400 relay: 2 men, 2 women, teams decide order
- ❖ The Hunt - Pursuit relay: short-middle-long sprint, 2 men, 2 women, fixed order

6 men + 6 women

2 3 Field Events

- Long jump women
- Javelin throw women
- High jump men
- Field events head to head in knock-out format

2 women + 1 man

3 1 Combined Events

- ❖ Track' Athlon 1 man & 1 woman (Run-jump-throw)

❖ (non standard event)

1 woman + 1 man

9 women + 8 men + 6 reserves = 23 athletes in total

Track'athlon

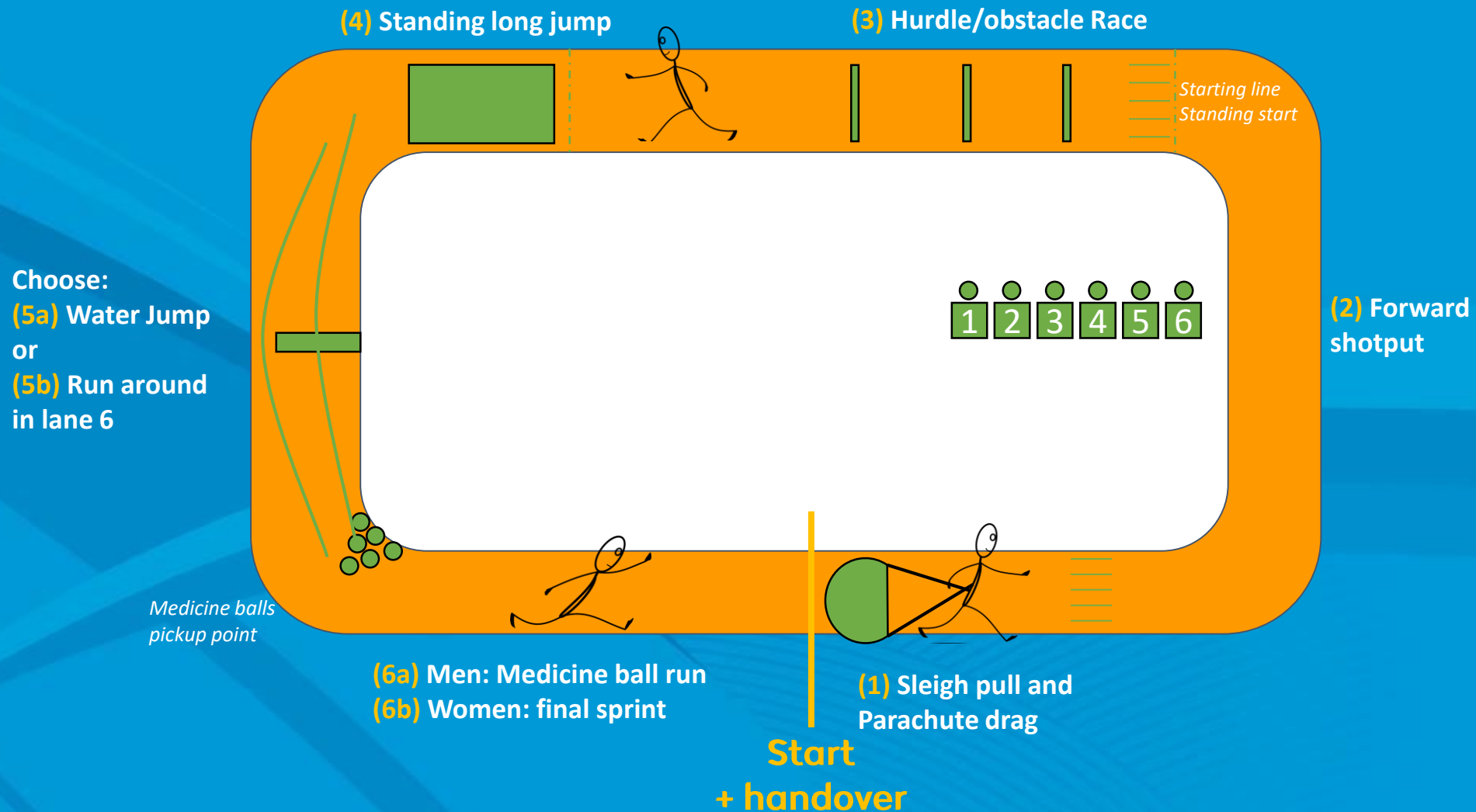
Final setup - overview

2 Rounds: Men first, women second in reverse order (team number stays the same)

- (1) **Sleigh pull men & Parachute drag women** – approx. 40m run in lane 1-6. Then "drop harnesses"
- (2) **Forward Shotput** – men (7.26kg) to clear 14m (tbc) in 1st attempt otherwise 12m in 2nd attempt or otherwise have 3rd throw
women (4kg) to clear 14m (tbc) in 1st attempt otherwise 12m in 2nd attempt or otherwise have 3rd throw
- (3) **Hurdle /Obstacle Race** – approx. 50 m /3 steeple barriers
- (4) **Standing Long Jump** – Clear 2,5m (tbc) in 1st attempt for men, 2m for women, otherwise make 2nd jump to reach 1.5m
- (5) **Water jump or run longer distance** – choice between water jump or running in outer lanes
- (6) **a) Medicine Ball carry – Men only (round 1)** – pick up medicine ball (9 kg) after steeple chase barrier and sprint to handover for women to start second round with (1)
b) Final sprint – Women only (round 2)

Track'Athlon

Final setup - overview



Field events head to head system

Excitement through knock-out competition

- *Two groups with three athletes*
- *Three rounds*
- *Head to head: 3 “spikes” win, 1 for tie, 0 for lost or foul*
- *Ties in qualification decided by best performance*
- *Knock-out*
 - *Qualification round robin*
 - *Knock-out by standing*
- *Running order and group composition randomised*
- *Specific rules/point system needs to be defined*

Stage	Round	Group A	Group B
Qualification	1	A1 v A2	B1 v B2
	2	A2 v A3	B2 v B3
	3	A3 v A1	B3 v B1
Final	5th place	3 rd Group A v 3 rd Group B	
	3 rd Place	2 nd Group A v 2 nd Group B	
	1 st Place	1 st Group A v 1 st Group B	

	Head to Head		Spikes
Qualification	Jorge: 8.01	Jose Luis 7.99	3 Jorge
	Jose Luis 8.05	Frank 8.05	1 FOH & JLC
	Frank 7.95	Jorge 8.22	3 Jorge
Ranking	6 Jorge	1 st Group A v 1 st Group B	
	1 JLC (7.99)	2 nd Group A v 2 nd Group B	
	1 Frank	3 rd Group A v 3 rd Group B	

The scoring in 9 events and final race

First 9 events – points per team

- Track'athlon: 2-12 points
- Long Jump women: 2-12 points
- 100m men: 2-12 points
- Javelin Throw women: 2-12 points
- 100m women: 2-12 points
- Mixed 4x400: 2-12 points
- 110m H men: 2-12 points
- High Jump men: 2-12 points
- 100m H women: 2-12 points

*Teams can
collect between
18 to 108 points*

*to determine
start position
for last event*

Last event – The Hunt crowning the winner

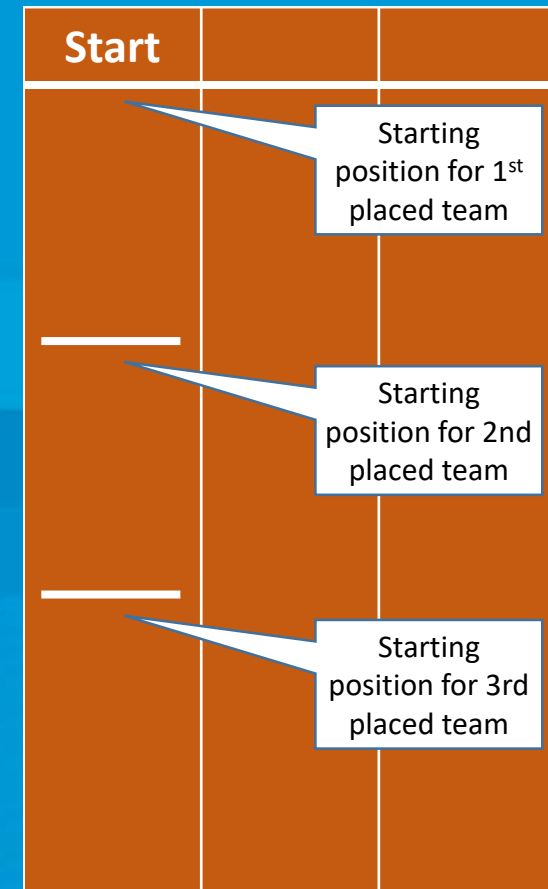
- Overall winner and final ranking will be based on finishing order of the Hunt

The Hunt - final pursuit race

The winner takes it all

- *Final event*
- *2 men, 2 women*
- *Relay with fixed distances: 800m (men) - 600m (women) - 400m (men) - 200m (women)*
- *Staggered start in lane 1:*
 - Starting position determined by ranking after nine events
 - Point differences are converted into meters penalising lower ranked teams (e.g. 6th placed team starts at 50m behind the 1st placed team; conversion of points into distance: 1 point = 1 meter)
- *Handover after each distance*
- *Whoever crosses the finish line first is the overall winner of the event*

Possibility
for using
Gundersen
method is
currently
evaluated



*Dynamic New Athletics
Roll-out Concept Draft*

DNA roll-out – Concept Overview

Q2 / Q3 2019

Q1 / Q2 2020

FAN QUALIFICATION PROCESS

ROAD TO DNA FINALE

GER

NL

F

...

-  National fan athlete selection process
-  Qualifier event to DNA finale
-  Fan athlete
-  Elite athlete

track'athlon
Championships

Quali-
fier 1

Quali-
fier 2

Quali-
fier 3

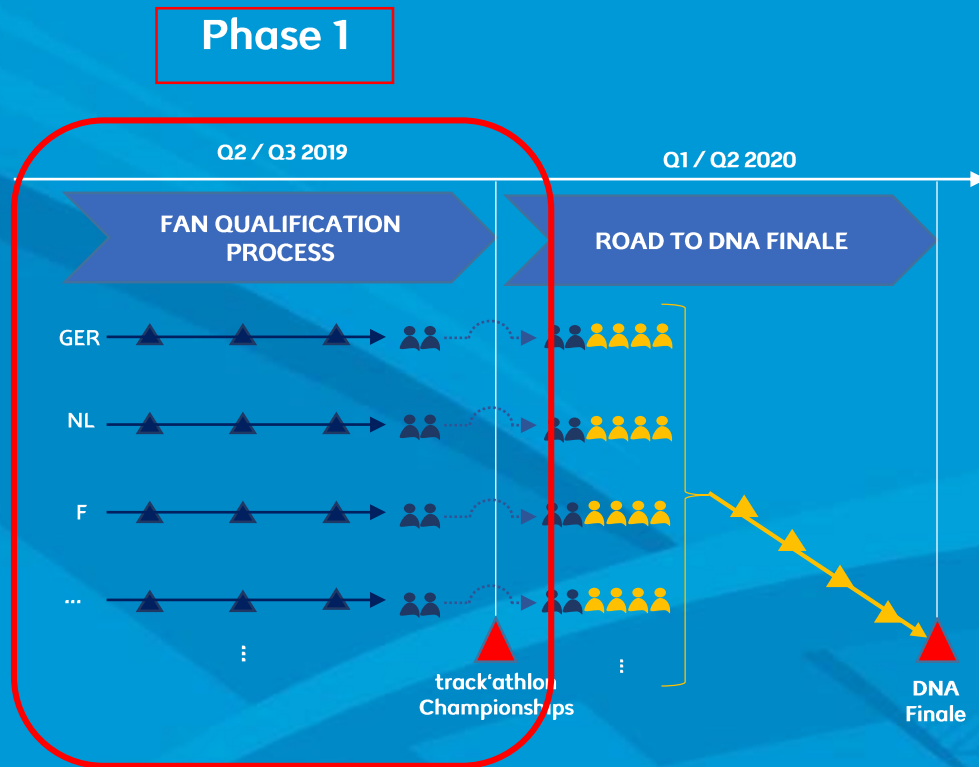
Quali-
fier 4

DNA Finale

51 Nations. > 500 Mio potential Fan Athletes. 1 DNA Finale

Phase 1 - DNA – Fan Athlete Qualification Process

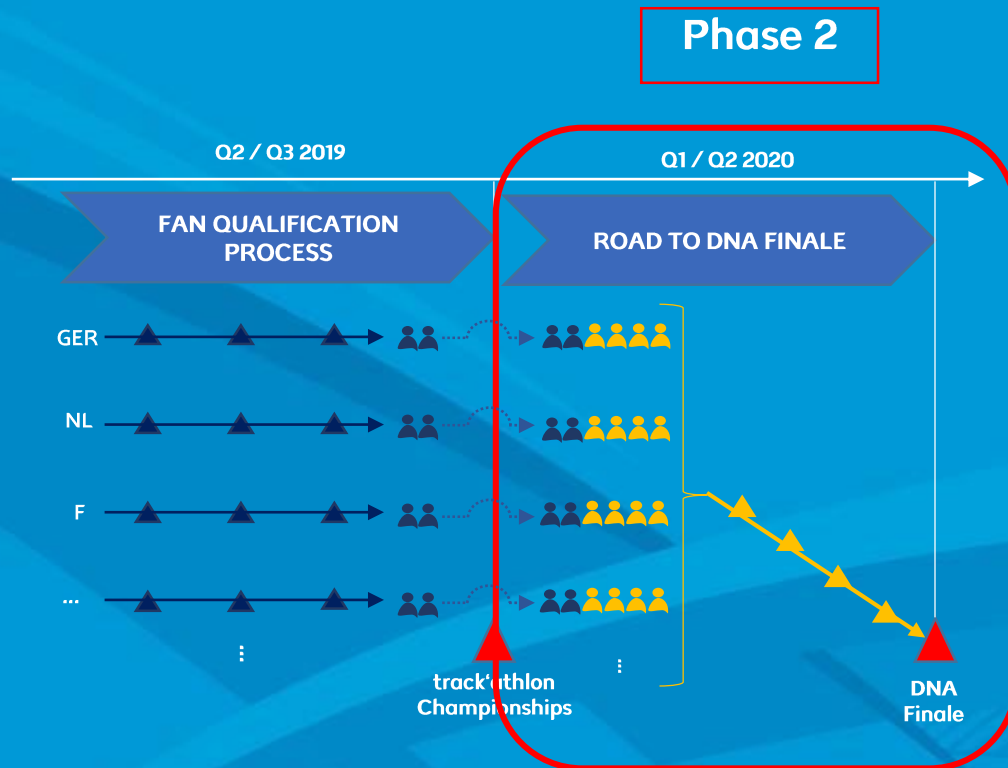
National Fan Athlete Selection Process



- European wide selection process coordinated by EA
- Selection process to identify nation's best male and female **track'athlon** fan athlete
- track'athlon as new and innovative representation of athletic's DNA: run, jump, throw
 - Massive grassroots involvement
 - Embracing fitness trends like crossfit, running etc.
 - Activation of new potential athletics fans
- National members to run local to regional to national selection process
- Each nation to crown best track'athlon fan athlete couple

Phase 2 - DNA – Road to DNA finale

DNA Qualifiers



- Qualification process running several **qualifier matches to identify the top 6 national teams** for DNA finale
- National teams consist elite athletes and nation's best track'athlon fan athlete couple
- DNA qualifiers with same match and competition structure like in EG Minsk but with following additions:
 - Opening event track'athlon will be performed as a relay of 2 elite athletes (male/female) and the selected fan athlete couple (male/female)
 - Thereby fans contribute to the elite team performance and compete with elite athletes in new athletics format

Next Steps

We need you!

- to help us with our overarching communication and digital media strategy
 - e.g. Communication Managers Seminar, Trackathon Media Race Berlin
- to work with your Head Coaches during coaches club in Berlin & at Convention in Lausanne
- Come to Minsk with your best team!!! Speak to your NOCs!

We will continue to work on:

- Team allocation and registration information for the European Games
- Test event in Minsk in September 2018 and Spring 2019 (tbc)
- Preparation of marketing strategy for DNA roll-out

Thank You!
Q&A



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