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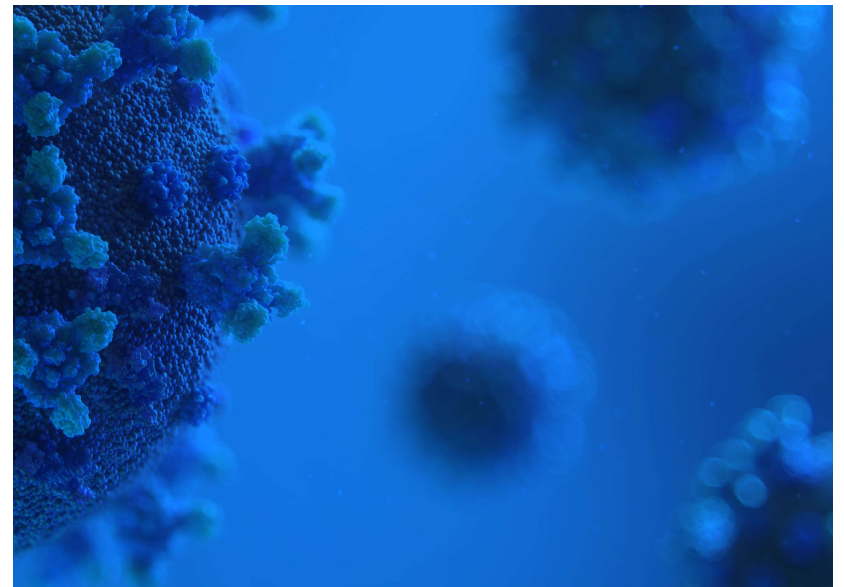
Returning to events under the
"new normality":
Race & Crisis Communication

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- Introduction
- Series of webinars
<https://education.triathlon.org/mod/page/view.php?id=6249>
- Housekeeping
- Q & A



General

- World Triathlon COVID-19 Prevention guidelines for EO (June 2020 version/ EN-ESP) and Media (August 2020 version/ EN)

<https://education.triathlon.org/mod/page/view.php?id=6145>

- Medical Task Force among endurance sports' lfs – Paper was published recently at BJSM
- Instructions on the implementation of the guidelines through our development webinars.
- Best practices sharing Platform – Creating common standards among ITU events

World Triathlon Education Hub

Welcome to the World Triathlon Education Hub

Welcome to the World Triathlon's official e-learning education hub. This resource hub holds education and learning materials for individuals and member National Federations enrolled onto official World Triathlon education programmes. If you are returning to this website, please login using the username and password issued.

Access Open Content Including COVID-19

Coaches Technical Officials Triathletes

National Federations (under development) Activators Facilitators (under development)

Mentors/Mentees (under development) Conferences



- Panel discussion



Communication management

- Form a COVID-19 task force
- Monitor communications updates from the industry's leading events/ series, as well as public health organizations.
- Develop contingency plans for each of your audiences and organizational functions.
- Plan for the future



Race communication plan

- Internal communication
 - Acknowledge staff and volunteers
 - Provide guidance and targeted communications
 - Be consistent and overcommunicate via standard channels; provide easily referenced Q&A and FAQs; and provide regular updates;
 - Plan to communicate around tangential issues related to COVID-19

Race communication plan

- External communication
 - Posting COVID-19 updates on a dedicated section of the company website,
 - Incorporating content related to COVID-19 responses and strategies into existing materials;
 - Developing a response plan for external questions
 - Ensuring that critical communications are pinned to the top of events' feeds on Twitter and Facebook so they are visible to site visitors
 - Knowing where you stand relative to your peers (other events), conducting peer research, industry benchmarking and best practices around how other events are coping and communicating during this crisis can help you identify where you can stand out and be a differentiator



DO and DON'T

- Do emphasize security health/measures
- Don't use images of athletes that are not following measures



- Panel discussion

Race communication to athletes/ coaches/ teams at WTS events

- Set up a content plan to be released on specific dates
 - One month before
 - 15 days before
 - One week before
 - As soon as there are important updates on event management



Race communication to athletes/ coaches/ teams

- Athletes are under to know all the details around the event and the specific COVID-19 measures
 - Specific COVID-19 section on website dedicated to travel provisions and event measures
 - Specific COVID-19 section on athletes' guide
 - Highlight COVID-19 measures at athletes' briefing
 - Dedicated person from the LOC to answer all COVID-19 travel provisions



- Panel discussion



Crisis communication

- A crisis is any situation which could threaten the reputation of the event
- **Crisis communication** is a sub-specialty of the public relations profession that is designed to protect and defend an individual, company, or organization facing a public challenge to its reputation.
- Centralize all information and communication. Establish the spokesperson and channels and give them credibility.
- Spokesperson must have direct access to all three key stakeholders: City, LOC and ITU
- Provide the spokesperson with all the emergency courses of action: schedules, replies. Clear, short and informative messages. **ONLY ONE AUTHORISED VOICE**
- Inform the participants and spectators about the situation. Via social media and emails.
- Inform all the media and public of the situation
- Get and respond to public/stakeholder feedback
- Empower the spokesperson with risk/benefit decision making



Action to be taken

- All media enquiries will be answered directly by the LOC Communication's Director, agreed and approved by the World Triathlon Media Delegate onsite. All enquiries received by any stakeholders –City Council, LOC, partners...- will be immediately redirected to the LOC Comms Director, with World Triathlon Media Delegate always informed of every enquiry and/or response.
- An official statement will be released immediately after and the statement will also be read out by the LOC media person and World Triathlon Media Delegate at the media working room with all the registered media attending.
- World Triathlon to send a Press Release (agreed with the LOC) to all the media database (1,280 media outlets, including all major newswires and sports publications around the world).



Action to be taken

- World Triathlon to send a Press Release (agreed with the LOC) to all our Right Holders (major Televisions around the world, including BBC, TVE, NHK, NBC, and some others)
- World Triathlon to release an official statement on all its official social media channels:
 - Twitter World Triathlon – 92,200 followers
 - Twitter Triathlon Live – 56,000 followers
 - Instagram – 255,000 followers
 - Facebook – 280,000 followers
- Collect information about insurance policies, actions to be taken by participants and reimbursement or legal actions, to inform athletes and stakeholders of possible future actions.

Case study: Athletes not able to participate due to a positive PCR test

- Protocol: LOC to lead on media enquiries, World Triathlon to announce communicating prior with the athlete and NF if they want to make it public
- Full media statement: We want to inform that athlete Name of the Athlete, who had planned to participate at the Name of the event, will not be able to take the start due to a positive test on Coronavirus. Any close contacts of the athletes will be quarantined and tested again before being allowed to compete or access the venue. The safety of our athletes is of paramount importance and this decision has been taken to safeguard the health and safety not only of this particular athlete, but the one of everyone attending the event.
- Social media: Same details. Engagement with key stakeholders including media, local authorities and City Council to share messaging.
- Website: No information needed.

Case study: Athletes testing positive after competing in WTS Name

- Protocol: LOC to lead on media enquiries, World Triathlon to announce communicating prior with the athlete and NF if they want to make it public
- Full media statement: We want to inform that athlete Name of the Athlete, who competed on date xxx at the Name of the event, has recently tested positive of Coronavirus. Any close contacts of the athlete will be quarantined and tested again. The safety of our athletes is of paramount importance and this decision has been taken to safeguard the health and safety not only of this particular athlete, but the one of everyone attending the event.
- Social media: Same details. Engagement with key stakeholders including media, local authorities and City Council to share messaging.
- Website: No information needed.



- Panel discussion

Q & A



Date		Time		Subject	Language	Panellists
16 September 2020	Wednesday	4:00:00 PM	5:00:00 PM	Returning to events under the "new normality": Race and risk communication	Spanish	Enrique Quesada, Olalla Cernuda, Daniel Marquez
22 September 2020	Tuesday	12:00:00 PM	1:00:00 PM	Returning to events under the "new normality": Media & TV provisions	English	Thanos Nikopoulos, Olalla Cernuda, Peer Seitz
23 September 2020	Wednesday	4:00:00 PM	5:00:00 PM	Returning to events under the "new normality": Media & TV provisions	Spanish	Enrique Quesada, Olalla Cernuda, Marcos Fernandez

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Thank you

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