

## MARKETING DEPARTMENT SET UP

**R**ecognizing the ever-increasing importance of marketing to the on-going financial needs of the Olympic Movement, the IOC Executive Board decided at its recent meeting in Courchevel to set up a Marketing Department at the IOC Headquarters in Vidy.

The Executive Board nominated Michael Payne as the IOC's first Marketing Director. He joins the IOC from ISL, the IOC's marketing agent.

Michael Payne has an extensive background in sports marketing, having worked on marketing programmes for several World Championship events in the late '70s and early '80s, before joining ISL in 1983 where he became one of the key executives in the development of the TOP Programmes. Prior to his career in sports marketing, Michael was a member of the British ski team.

The Marketing Director will work closely with the Chairman of the New Sources of Finance, IOC Vice-President, Mr. Richard Pound, also in charge of television rights negotiations as well as the special Marketing Advisor to President Samaranch, Mr. Adrien Vanden Eede, in co-ordinating the broad range of marketing programmes with which the IOC is involved.

The principal objective of the department will be to generate income for the Olympic Movement on a stable, long-term basis in accordance with the general policies of the IOC and the Olympic Charter — thereby providing financial security to the Movement as a whole. The department will liaise with the Organizing Committees for the Olympic Games in 1992 with regard to the development of their local marketing programmes, and also with ISL in the management of TOP 2 and IOC's licensing programmes.

Miss Jane Grimshaw, who has been with the IOC Secretariat for five years working chiefly for the Study and Evaluation Commission for the Preparation of the Olympic Games, the Commission for the



Olympic Academy and the Olympic Games Coordination, will be assisting Michael Payne in his new role.

*Mr. Michael Payne (centre) with Mr. Andrew Craig of ISL and Mr. Adrien Vanden Eede, the IOC's advisor for marketing, at the meetings in Courchevel.*