

## Olympic marketing partners' workshop

The IOC Marketing Department recently hosted a workshop for all marketing partners, at the Olympic Museum in Lausanne. More than 120 representatives from TOP world-wide sponsor companies, selected broadcasters and Olympic Games Organizing Committees attended the three-day meeting.

These workshops are held once every four years to up-

date the partners on IOC activities and the resources that will help them take full advantage of their marketing rights and benefits, and to provide them an overview of Olympic Games planning.

This year's meeting was chaired by IOC vice president and chairman of the New Sources of Financing Commission Richard W. Pound. IOC President Juan Antonio Samaranch

opened the workshop, and Director General François Carrard and Marketing Director Michael Payne provided an analysis of the IOC structure and an overview of its recent activities. This was followed by a panel discussion with all of the IOC directors.

The agenda included a number of reports on the status of preparations for the 1998, 2000 and 2002 Games. Marketing re-

sources were presented, as well as plans for partner support over the next quadrennial, and IOC Executive Board member Dr. Thomas Bach reported on the selection process for the Games of the XXVIII Olympiad in 2004.

This workshop provided information and tools to help the marketing partners better understand the Olympic Movement and the ways they can develop their partnership with the different Olympic constituencies.



*(Left to right) François Carrard, Michael Payne and Richard Pound.*



*Group photo*