
Olympic Games

sponsorship' (sponsor, sponsored and media relationship), the task entailed the production of a sponsorship plan, as well as a customized draft of a sponsorship portfolio.

As a candidate city bidding for the next Olympic Games we were expected to prepare and present a detailed bid to host the Olympic Games Youth Camp.

What would be the programme of the Youth Camp - where, when? How would we promote it and select the delegates? What would be our budget? What logistics would be involved? How should we divide up our resources to plan and present the information required for the presentation? What format should we use? Could we access Internet to use some special effects? How could we demonstrate our professionalism as well as competitive advantage? What were other groups doing? Who was on the panel and what knowledge did we possess relating to their interests and needs?



Learning to organize the Olympic Games.

We learnt so much through participating, not just in this management game, but in the whole intensive programme. Indeed, some of our evaluative comments revealed the essence of our true learning experiences

Presented in an atmosphere that epitomizes the very essence of the Olympic Movement - namely the union of sport, culture and education, we were fortunate enough to be provided with a unique learning opportunity created by the Sport

Management Committee of the European Network of Sport Sciences in Higher Education. Having experienced and discussed in some depth the true meaning of Olympism, we now believe even more in its present and future values as a philosophy of life. We understand the difficulties of trying to manage sport, with its intense media scrutiny as well as often conflicting stakeholder demands. As we enter a new era of complexity and globalization, we realize that managing

sport will not be easy. However, having encountered new cultures, new friends and new ideas, we leave Athens as very different people from when we arrived. Representing the students of Europe, we now feel ready to accept the challenges of the new millennium.

* Respectively European Sport Management Committee Coordinator and UNN Msc Sport Management Student.

News Flash

Lithuania

In Vilnius, the presidents of the Bulgarian and Lithuanian NOCs, Ivan Slavkov, who is also an IOC member, and Arturas Poviliunas, signed a joint cooperation agreement in the following areas: Olympic Movement, Olympic marketing and exchanges between national sports federations. In Kaunas, a course organized with the aid of Olympic Solidarity and devoted to the process of acclimatization and adaptation of athletes, brought together the

coaches responsible for preparing athletes for the forthcoming Games of the XXVII Olympiad in Sydney. Moreover, at a ceremony held at the Lithuanian Embassy in Paris, the President of the Lithuanian NOC awarded the NOC Olympic medal to Janusz Piewcewicz, administrator at the Association of National Olympic Committees (ANOC), in recognition of his contribution to the Olympic Movement.



Arturas Poviliunas (right) awarding the NOC Olympic medal to Janusz Piewcewicz.