

## ***HSBC FEI World Cup™ Eventing 2009: Media Requirements***

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### **Media Requirements**

#### **Before the Event:**

- The Organizer must appoint a professional press officer ("**Press Officer**") with a good knowledge of the national/international press. Regular updates on the preparation of the Event in the form of press releases are encouraged.
- The Organizer may receive texts from the FEI. These must be published in the event's programme, if possible.
- The Organizer may receive printed materials from the FEI (folders, guides, headed paper). These must be distributed as widely as possible, especially to the press.
- The FEI/HSBC may provide the Organizer with a media kit. It should contain detailed information on the Event itself along with explanations on the sport of Eventing. It should be distributed as widely as possible to the local/national/international press.
- Follow up of the sending out of the media kit and expected media attendance is requested.
- An accreditation procedure should be put in place early enough. It should be well publicised.

#### **During the Event:**

- The Press Officer should be present throughout the Event. He should welcome and assist media representatives covering the competition as much as possible.
- Media representatives shall have full access (except for sensitive areas like the stables) to all facilities. Free parking is compulsory.
- Media kits should be distributed to the journalists in attendance.
- An update on the day's events should be sent out as soon as possible after the end of the Event.
- The results should be made available on the internet and distributed to the press in attendance.
- Contact between the media and the riders – be it in the form of interviews, informal briefings or a Press Conference – should be sought after.
- Several high resolution copyright free photographs should be sent out with the daily update.
- If possible, a guided Cross Country walk (with a rider, official) should be organized prior to Cross Country day.

#### **Press Centre:**

The Press Centre should have the following functions, if possible partitioned off, if no separate rooms are available:

Working room: Minimum 10 (ten) working positions, at least 1 (one) electricity point per working position. Access to working room shall be limited to accredited journalists and persons attending for working purposes.

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Press conference room: 25 (twenty-five) seats minimum. 1 (one) podium, table facing the audience with 6 (six) seats and 3 (three) fixed microphones; 2 (two) mobile microphones for audience.

Communication: Wireless internet access, free of charge; technical support

Photo service: Developing service upon request on the accreditation form.

Relax area / catering: 10 (ten) seats with free coffee, tea, soft drinks, and sandwiches to be located in a separate area.

Lockers: Minimum 10 (ten) lockers are necessary (priority for photographers).

Back service: 1 (one) office behind the counter. Photocopying service, 1 (one) high capacity machine, with back-up, fax machine.

Additional: TV monitors and result monitors in the press room and on the press stand.

Table to put non-FEI/Organizer related printed material on 2 (two) computers with Internet access.

3 (three) electricity points on the press stand/or upon request on the accreditation form.

**After the event:**

Further to Article 2.3 of this agreement, a full collection of the press clippings should be prepared and sent out to the sponsors, local authorities, other organizers.