Modern venue production

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Olympic Winter Games

- 1994  Lillehammer/Birkebeinern skistadion
- 2002  Salt Lake City/Soldier Hollow
- 2006  Torino/Pragelato + Pragelato Plan
World Championships skiing

- 1993 Falun (SWE)
- 1997 Trondheim (NOR)
- 1999 Ramsau am Dachstein (AUT)
- 2001 Lahti (FIN)
- 2003 Val di Fiemme (ITA)
- 2005 Obertdorf (GER)
- 2007 Sapporo (JPN)

Junior-WCH skiing:
- 2004 Stryn (NOR)
WCH other sports

- **Biathlon:**
  - 2000 Holmenkollen (NOR)
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  - 2007 Antholz-Anterselva (ITA)

- **Skiflying:**
  - 2000 Vikersund (NOR)

- **Handball:**
  - 1993 Dame-VM, Oslo (NOR)

- **Orienteering:**
  - 2003 Rapperswil-Jona (SUI)
  - 2004 Västerås (SWE)

- **Cycling:**
  - 2005 Mountainbike marathon, Lillehammer (NOR)
What is venue production...?

- The overall experience:
- Competitions
- Show/entertainment
- Sound
- Videoboard
- Announcers
- Drama
- Hero(s)
- Friends, family
- Having a great time
Why a venue production...?

- People harder to get out
- Increased competition
- New technique
- **It must be a greater experience to be on-site than to sit at home...**
- Higher expectations
- Sport haven’t followed the development of other parts of the daily life
- More people involved
Elements in a venue production

- The Venue Producer
- Announcer(s)
- Daily schedules for the event
- Videoboard
- Sound-systems/technique
- Communications
- Pre-program/after-program
- Venue lay-out, competitions
  lay-out/rules
Important issues for success

- Start preparations in time
- Put venue and production on the budget from the start
- Consult the experts
- Make a specific plan for how you want your event to be done
- Communicate with the TV and press, use all your channels
- Invite audience if you need
- Make the venue layout right
- Go through the sport and see what can be better...
CISM - something special

- Exotic and new sports for many
- Ceremonies that impresses civilians
- Drama that people don’t know about
- High international standard
- **Friendships through sport**
- Perfect for good photos and TV-pictures
- Must be presented in a professional way
- Audience must have access
- Pre-produced material can increase the understanding of the sports
- Co-operation with civil sport can give more spectators and a greater event
What we want...
A good announcer...

Catch the drama
Enthusiastic
Quick decisions, good overview
Detailed/serious
A team-worker
Respect for the audience
All jobs of the same importance
Good language-skills
A good actor
Humor
Limting factors…

We have never done it before
Work for ”long and good service”
Fear for extra costs
Little understanding for news
100 % thinking of sport
People comming anyway…
Old bosses, generation-difficulties
No understanding for team-work
No priority for the venue and the audience in the preparations
Too few professional experts
Why are we not better…?

Unsure, no support from international federations
Development requires all-year-work, not only weekends
"Saving us poor", not money for venueproductions
Volunteers can not do all works in a modern event
Sport must learn from the business-life…