The case study project: The World Championships of Naval Pentathlon in Finland in 2007

SIX STEPS TO SUCCESS

The presentation is based on examining the events bound to the timeline on the basis of actual products and critical points.
Gulf of Finland Naval Command
- Strong to the sea

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3. syyskuu 2018
Communications planning
(18 months before the championships)

- Setting the objectives for communications (set by the championships management group)
- National visibility in the television and the print media
- International visibility in the Internet (the most important communications channel)
- Objectives: Increasing the general awareness of the sport, enforcing the reputation of the Navy as a reliable institution

Defining the target groups
- The core: Athletes, teams and the championships organization
- The inner circle: The Navy, the Defence Forces and partners
- The outer circle: The residents of the near-by areas, Finnish citizens

The communications plan needs to be as detailed as possible
The responsibilities have been divided to persons
The products are defined and tied to a schedule
Defining the most important media

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Gathering resources
(12 months before the championships)

- Keeping the management informed
  - Crucial for realising the products and getting financing
- Financial resources
  - The championships budget was not sufficient for realising all the products
  - Additional funds were gathered from enterprises or the price of the products was decreased with sponsorship agreements
Recruiting communications partners
(12 months before the championships)

• Production plans
• Realising the products with the help of professionals
• Schedule management
Event marketing
(12 months before the championships to last day of WMC)

- Active "footwork", networking, making good use of existing relationships
- Ensuring the commitment of the key persons and media
- Distributing the products to the target groups in a timely manner
- Keeping the media informed about the event before the championships and during them
Coaching the communications team
(6 months before the championships)

- Keeping the team motivated and committed
- Brushing up the knowledge, skills and tools

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Realising the event

- Realising the communications plan
- Information Centre completed
- Teams:
  - Manager and media contact (1 person),
  - still-photographing (1+ 3 persons),
  - video shooting (1+ 2 persons),
  - the Internet editor (1 person),
  - the bulletin editor (1 person),
  - reserve (1 person)

Total:
11 persons (5 conscript)

- A separate team was formed for public relations

The media team thanks all the organisers and athletes for a great championship!
Conclusion
The largest media coverage ever in the WMC held in Finland
Examples of communications products

Navy Pentahtlon document 30 min
• National TV 2: 117 000 viewers
• broadcast contract for 4 repeats
• Also English version

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1) Finland’s promotion DVD
   - Slideshow with music
   - 1,5 year before WMC
   - 25 copies for potential competition teams

2) Naval Pentathlon promotion DVD 6 min
   - Finnish and English version
   - Downloadable from CISM web page
   - 300 copies for promotion
   - 3D animation made by conscripts

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“Title song” and music video of the Championship

- Singer famous entertainer in Finland Mikko Leppilampi
- Composer: Leri Leskinen, (my cousin)
- 2000 copies for promotion use
- Ringtone
- extra product: Competition fanfare
Web pages

- Banner in the front page of Military Internet several months before WMC [www.mil.fi](http://www.mil.fi)
- One week before: main banner in the "head page"
- 36 news reports, 126 pictures, 18 video clips
- 150 000 unique visitors (22.9.2008)
Printed products and other PR

- Postcards, posters, information handbook, etc
- Made by professionals, high quality
Other notable issues

- Press releases,
- Press conferences
- Direct personal contacts to electronic media in Finland – special effort

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3. syyskuu 2018
Sport news in Finnish national TV 1, TV 2, TV 3, TV 4
• Approx 3 million viewers altogether

Results in national teletext sport daily whole week

Finnish Sport Channel
• Sport presentation several times
• Results, news several times
• Interviews

Daily ONLINE results service in the web pages

Seamanship race 22.8.
Men: Official results Live Points Team
Women: Official results Live Points Team
Ad Libitum Men: Official results Live Points
Ad Libitum Women: Official results Live Points

Updates:
• Official final results added 13:04
• Official results and team results after Seamanship Race added 22.8.18:45
• Seamanship Race will be continued at 12:40 (Updated 11:26)
• Seamanship Race delayed due to bad weather

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3. syyskuu 2018
Service for teams, VIP’s, and sponsors

- Photo slide show at CISM club (over 100 picutres)
- Photo exhibition at the canteen, vote for the best picture of the day
Service for teams, VIP’s, and sponsors

- Daily bulletin and news on the web, including video clips
- Daily video clips of the events and winners,
Services for teams, VIP’s and sponsors

- Presentation program for guests and VIP’s
- CISM club program for teams
- Online registration

Top level international speaker

- Kjell-Erik Kristiansen
REASON FOR SUCCESS

1) Sponsorship succeeded – almost 100,000 euros
   • documentary, music video, CISM club etc
   • Personal contacts
   • Hard work and good luck

2) Preplanning
   • All plans were ready 8-12 months before

3) Professionalism
   • Experienced communication organization
   • Use of skilled and competent personnel
   • Motivated and skilled conscripts

4) Great support from the director of the Championships

Sami’s Nerves Held

Finnish Sami Sorri had to fight for his sixth World Championship gold in Naval Pentathlon in Uipinniemi.
- Back then, the first gold felt exceptional, but winning here in Finland is definitely the next best thing, says Sami in between the congratulations that are flooding in.

It wasn’t self-evident though. There were some dramatic moments in the first three events. On the obstacle course on the opening day, Sami momentarily lost his balance and in the utility swimming race the weapon fell into the water instead of onto the side of the pool.

- The first events went terribly - no choice but to pull my family’s importance into the game.

Friedship Trough Sport
- Mission completed

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