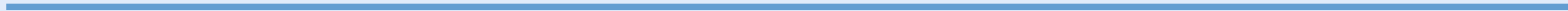


IOC2011 & LOC2012 Lessons Learned



- Person Power
 - € € €
 - WWW
 - Marketing & Promotion
 - Reconnaissance
 - Logistics
 - Helpdesk
 - Safety
 - Rules and Juries
 - The importance of having fun
-

Person Power

- Appoint an event co-ordinator who is not involved in any of the days
 - Ask for help from other clubs; outsource
 - Start early (-4 years) and meet frequently from -1 year onwards
 - Create a resource plan; everyone knows everyone's job
IOC 23 people, IOC 14 people
 - Have a reliable floater for emergencies
 - Two computer geeks
-



- Create a “what if” budgeting spreadsheet
 - Don’t bother with late entry fees
 - Assign a budget to each area and stick to it
 - e.g. prizes
 - Spread your expenditure over many years
 - e.g. equipment, mapping
 - Read the IOA subvention requirements and play the game
 - Ask for non-monetary sponsorship
 - Water, buffs
-

WWW

- Use online entries, don't try to be a hero
 - Keep improving the website based on queries
 - Always drive people to the event website
 - Watch out for information duplication: which is definitive?
 - *www.orienteering.ie*
 - *club.orienteering.ie*
 - *online entries system*
 - *ioc201x.orienteering.ie*
 - *egroup*
-

Marketing

- International O sites
 - WorldofO, attackpoint, nopespport
- County tourism sites
- “what’s on” sites

It's worth the effort even if you only get one extra overseas competitor

- Promote other Irish O events
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Reconnaissance

- Check early for O2, Vodafone and 3
 - Assembly, start, finish, event centre
 - Have a backup map ready to go
 - Everyone who visits competition area should take photos
 - for website and team meetings
 - Plan the parking in detail
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Logistics

- Use a van
 - Use radios
 - Get army style tents
 - Have a hidden “war room”
 - Have multiple power options
 - Outsource the catering
 - Don't bother with map reclaim
 - *Except IOC classic and IOC relay*
-

Helpdesk

- No matter how much info you publish on the website, overseas competitors will ask lots of questions
 - Make sure the helpdesk person has all the tools needed to answer any question:
 - *Internet access*
 - *Road maps*
 - *Website as a PDF document*
 - *Start lists (by name, club, class)*
 - *Layout and location of starts*
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Safety

- Have radios or at least make sure everyone has everyone else's mobile number in their phone
 - Have a foul weather plan
 - *Shortened courses*
 - *Mandatory clothing*
 - Emergency “crash” kit
 - *Mainly warm clothes*
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Rules & Juries

- Have a printed copy of the rules at the event and
 - Make sure the planner, organiser and controller have actually read the rules months in advance
 - Agree the event jury well in advance and publish the names on the website; get their mobile numbers
 - Understand the process for accepting challenges; have a pre-printed form available
 - Write everything down, do not allow anyone to rely on memory
 - Make a clear statement about accompanied juniors
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Relay

- Creating the labelled maps takes ages – do it 2/3 weeks beforehand; you will need lots of space
 - Get *many people* to check the maps *many times*
 - Draw a layout plan and do a realistic test run through; don't assume “ah sure, there's plenty of space, it'll be OK on the day”
 - Don't let the Relay take second place to the Classic; it is equally as important; days 1&2 are forgotten, day 3's are remembered forever!
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Have Fun

- Have an event centre, or at least a designated pub (what about juniors?)
 - Micro-O
 - SportIdent games
 - String courses
 - Roast hogs
 - Quizzes and puzzles
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...in summary

- Start early (-4 years!)
- Put the customer first
- Ask for help



*plan early and the experience will
strengthen your club*
