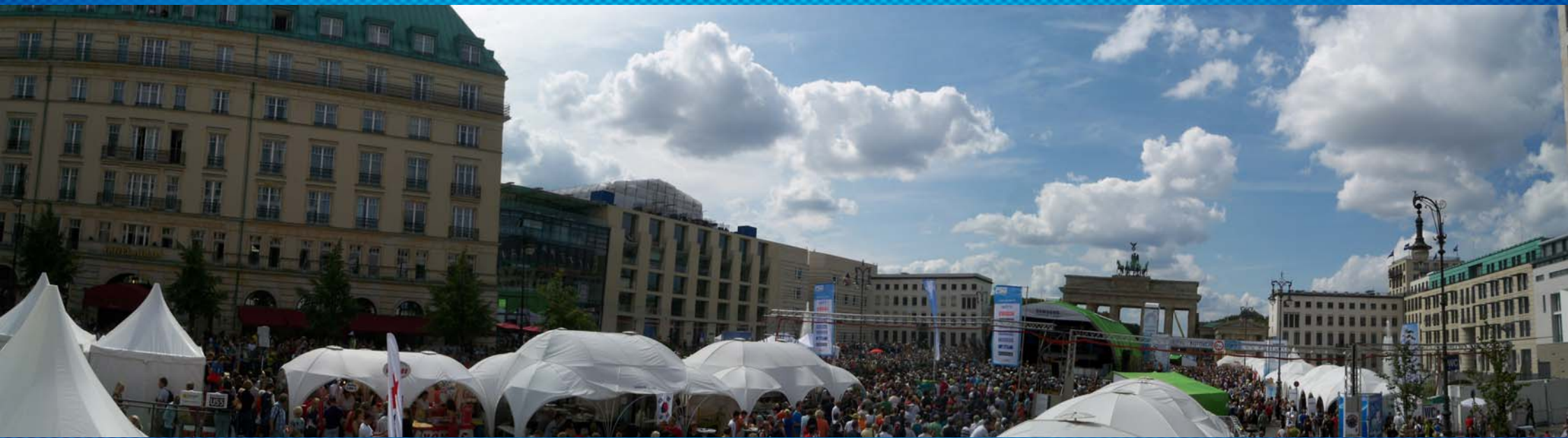




KulturStadion

# IAAF HOUR RECAP



# IAAF HOUR RECAP

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# KulturStadion®

## About

- The KulturStadion® is the official cultural programme of the 2009 IAAF World Championships
- Mainly financed by the German Ministry of the Interior and Sports = free to the public
- Motto: Body – The Art of Movement
- Time Frame: 14.08. - 23.08.2009 (10 days) / from 2pm-10pm
- Venue: Pariser Platz (Brandenburg Gate) – Berlin city center
- Executive Agency: interzentral GmbH Berlin ([www.interzentral.de](http://www.interzentral.de))

# IAAF HOUR

## BRIEFING

- Integration of the IAAF content into the KulturStadion®
- IAAF Hour = daily time slot inside the programme
- Inform the public about current IAAF projects, testimonials and events
- Create enthusiasm for track and field sports through education and entertainment
- Activate fans and new audiences
- Present actual stars and sport legends

# IAAF HOUR

## Content Overview

As part of the 2009 IAAF World Championships held in Berlin, the Marathon and Race Walk competitions for both men and women were staged in the city centre next to Brandenburg Gate. Consequently, KulturStadion was strategically located in the Paris Square east of Brandenburg Gate. In this historical setting, a symbolic blue track was fitted in the centre of the cultural stadium thus marking the significant presence of Athletics in the city. Once inaugurated, the IAAF Hour daily commenced the cultural programme in the Samsung Champions Lounge.

KulturStadion, in cooperation with the IAAF and DLV, spontaneously invited a prestigious selection of 2009 World Championships medallists and Champions such as Allyson Felix, Dwight Phillips, Tyson Gay, Adriane Friedrich, and an impressive array of Athletics' legends and special guests.

Divided into two parts, the IAAF Hour was hosted by Joanna Hayes (on behalf of the IAAF Communications / Marketing Departments) and Charmaine Crooks (on behalf of the IAAF Broadcasting Department). They were accompanied by local hosts Felix Heimberg and Chris Brow who also served as translators. Topics ranged from the development of sports, impressions on the ongoing athletics competitions, encouragement to young sports' talents and international fan culture.

At the end of each show, a tombola was organised and lucky winners received free tickets to attend the next day's events at the Olympic Stadium. The climax of the show however, was an autograph/photo opportunity session with the renowned athletes in the Samsung Champions Lounge. To enable the smooth running of the IAAF Hour 14-23 August 2009, appropriate logistics and security measures were provided for all guest from the point of arrival to departure.

# IAAF HOUR

## Set-Up

4x5 Backdrop Wall  
2x3 Mid Screens  
2x2 Front Screens  
2 Video & Internet Terminals

Lounge furniture for  
approximately  
50 guests which created a  
TV studio atmosphere

Special furniture for the outer  
lounge area including blue  
gym mats (2 sizes) and card  
board seats (500 total)



# IAAF HOUR

## Content

### Guests:

IAAF-Ambassadors

IAAF Active Athletes & medal winners

### Video Content:

Ambassador performances

“IAAF Athletix” (12 episodes)

Previous Day ´s Highlights

IAAF Kids Athletics all Over the World

“worldkeepsrunning”

Digital Photo Exhibit

Daegu WC 2011

Theme Videos

Spikes Video

### Online Access:

[www.spikesmag.com](http://www.spikesmag.com)

[www.iaaf.org](http://www.iaaf.org)

[www.worldkeepsrunning.com](http://www.worldkeepsrunning.com)

[www.iaaf.realwinner.org](http://www.iaaf.realwinner.org)



# IAAF HOUR

## Promotion

Print Material:  
 Info Flyer (50.000)  
 Postcards (250.000)  
 Poster (2.000)  
 Cultural Programme  
 Official Programme  
 (100.000 each)

Video Teaser  
 Stadium  
 Berlin Metro  
 spikesmag.com

Online Marketing

Poster

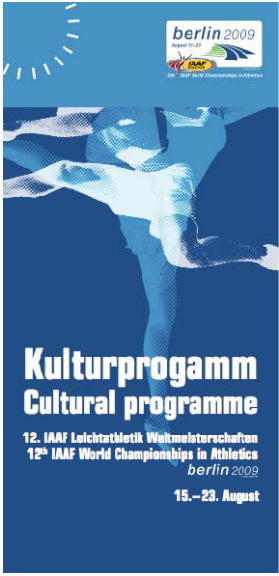


Postcard



Info Flyer

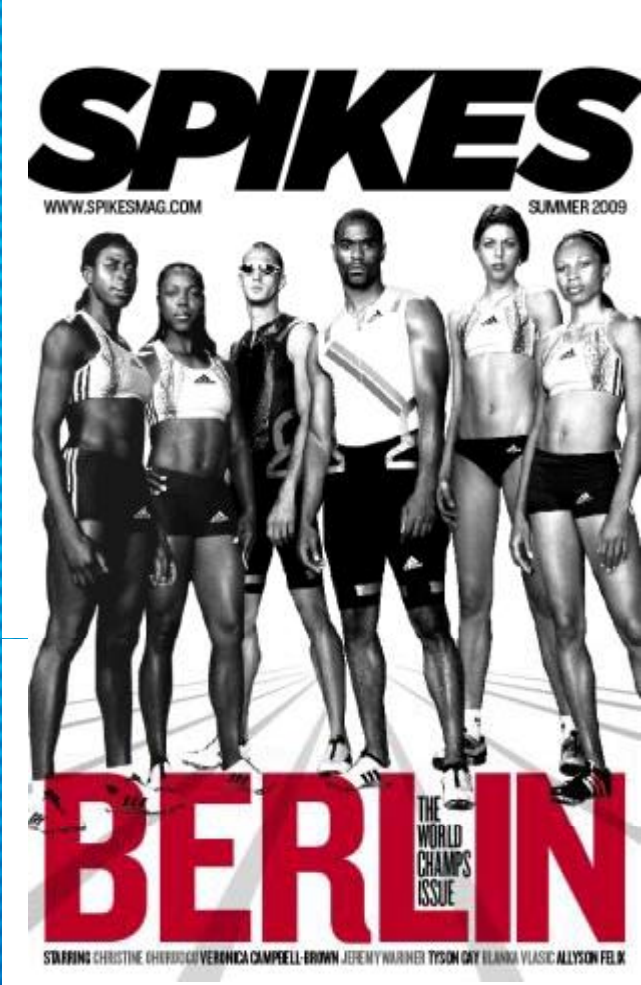
Official & Cultural Programme





# IAAF HOUR Promotion

Spikes Magazine:  
 "Backstage Story" online  
 Distribution of 2.000 copies (1000  
 English Edition & 1000 Special German  
 Edition)  
 Presentation of Spikes Teaser  
 Access to [www.spikesmag.com](http://www.spikesmag.com)



## Online Story

This screenshot shows the "FEATURES" section of the Spikes Magazine website. The main headline is "Backstage in Berlin part four: the arts and culture festival". Below the headline is a photo of Robert Schmidt and a short article snippet. To the right, there are several smaller featured stories with thumbnails and titles, including "I SAY 'DI' YOU SAY 'RIMMER'", "GODFREY HOGGENA SITS THE POP QUIZ", "I LOVE MAKING CHRISTMAS STOCKINGS", "JENNY MEADOWS: IT FELT LIKE I WAS FLYING", and "TERRENCE TRAMMELL TALKS ABOUT HIS".

## Teaser Video

This screenshot shows the "INTERACTIVE" section of the Spikes Magazine website. The main heading is "KulturStadion Kicks off in Berlin". Below this is a video player with a blue background and the "KulturStadion" logo. To the right of the video player, there is a section titled "OUR FAVORITES" which lists several athletes and their featured stories, including Yelena Isinbayeva, Joanna Hayes, and Tyson Gay. At the bottom of the page, there is a small disclaimer: "The publishers of Spikesmag.com insist that no-one should try to recreate or attempt anything that appears in any of the video clips in this section of the website."

# IAAF HOUR

## Hosts

Joanna Hayes (USA)  
Felix Heimberg (GER)



# IAAF HOUR

## Hosts

Charmaine Crooks (USA)

Chris Brow (GER)



# 14.08.2009-Opening

## Guests

Wilson Kipketer (DEN)

IAAF Ambassador

Robert Schmidt (interzentral GmbH), Berlin Mayor Klaus Wowereit, Joanna Hayes and Wilson Kipketer during the KulturStadion inauguration ceremony



# 14.08.2009-Opening

Wilson Kipketer



# 15.08.2009 - Berlin Day

## Guests

### Sergey Bubka (UKR)

IAAF Senior Vice President

### Allyson Felix (USA)

2009 World Champion - 200 Metres W  
& 4x400 Metres Reley W (gold)

### Letitia Vriesde (SUR)

1995, 2001 World Championships Medallist (silver/bronze)

Sergey Bubka & Allyson Felix



# 15.08.2009 - Berlin Day

Allyson Felix



Sergey Bubka & Letitia Vriesde



# 16.08.2009 - Day of Nations

## Guests

### Ralf Bartels (GER)

2009 World Championships Medallist - Shot Put M (bronze)

### Christian Cantwell (USA)

2009 World Champion - Shot Put M

### Wilson Kipketer (DEN)

IAAF Ambassador

Wilson Kipketer





# 16.08.2009 - Day of Nations

Christian Cantwell



Christian Cantwell & Ralf Bartels



# 17.08.2009 - Day of Youth

Guests

## Nadine Kleinert (GER)

2009 World Championships Medallist - Shot Put W (silver)

## Jennifer Oeser (GER)

2009 World Championships Medallist – Heptathlon W (silver)

## Allen Johnson (USA)

IAAF Ambassador

## Colin Jackson (GBR)

IAAF Ambassador

## Edwin Moses (USA)

Athletics Legend

## Letitia Vriesde (SUR)

1995, 2001 World Championships Medallist - 800m W (silver/bronze)

## Robson da Silva (BRA)

1988 Olympic Medallist – 200m M (bronze)

Jennifer Oeser, Nadine Kleinert & Colin Jackson



# 17.08.2009 - Day of Youth

Edwin Moses



Robson da Silva & Letitia Vriesde



Allen Johnson



# 18.08.2009-Fitness Day

Guests

Heike Drechsler (GER)

IAAF Ambassador

Frank Fredericks (NAM)

IAAF Ambassador

Ana Fidelia Quirot (CUB)

IAAF Ambassador

Jody & Bayo Furlong (GBR)

Special Fans

Frank Fredericks, Ana Fidelia Quirot & Heike Drechsler



# 18.08.2009-Fitness Day

Ana Fidelia Quirot



Jody & Bayo Furlong



# 19.08.2009-Fan Day

## Guests

**Steve Ovett (GBR)**

IAAF Ambassador

**Steve Cram (GBR)**

IAAF Ambassador

**Tia Hellebaut (BEL)**

2008 Olympic Gold Medallist – High Jump W

**Lord Sebastian Coe (GBR)**

IAAF Vice President

Steve Ovett & Steve Cram



# 19.08.2009-Fan Day

Wim Van De Ven & Tia Hellebaut family



# 20.08.2009 - One World Day

## Guests

**Steffi Nerius (GER)**

2009 World Champion - Javelin Throw W

**Donovan Bailey (CAN)**

IAAF Ambassador

**Priscilla Lopes-Schliep (CAN)**

2009 World Championships Medallist - 100 Metres Hurdles W (silver)

**Jonathan Edwards (GBR)**

IAAF Ambassador

**Mike Conley (USA)**

1993 World Champion – Triple Jump M

Steffi Nerius, Donovan Bailey & Priscilla Lopes-Schliep





# 20.08.2009 - One World Day

Steffi Nerius



Mike Conley, Donovan Bailey & Jonathan Edwards



# 20.08.2009 - One World Day

## Guests One World Talk:

**Tegla Loroupe (KEN)**

Global Peace Spokeswoman

**Fekrou Kidane (ETH)**

Member of IAAF Sustainable Development Commission

**Willi Lemke (GER)**

Special Advisor to the UN Secretary General on Sport for Development and Peace

**Prof. Dr. Gudrun Doll-Tepfer (GER)**

Board member of the German Olympic Academy and member of the IOC Commission "Woman and Sport"

**Ralph Mouchbahani (GER)**

International Cooperation/Training Camps BOC

**Gazza (NAM)**

National Ambassador of Education for Namibia

Ralph Mouchbahani, Fekrou Kidane, Tegla Loroupe, Willi Lemke, Gudrun Doll-Tepfer & Gazza



# 20.08.2009 - One World Day

Norbert Dobeleit (host)



Tegla Loroupe & Willi Lemke



# 21.08.2009 - Daegu Day

## Guests

### Ariane Friedrich (GER)

2009 World Championships Medallist - High Jump W (bronze)

### Lars Riedel (GER)

1991, 1993, 1995, 1997, 2001 World Champion – Discus M

### Mike Powell (USA)

IAAF Ambassador

### Hicham el Guerrouj (MAR)

IAAF Ambassador

### MOON Dong-Hoo (KOR)

Daegu 2011 Vice President & Secretary General

Moon Dong-Hoo, Mike Powell & Hicham el Guerrouj



# 21.08.2009 - Daegu Day

Ariane Friedrich



Lars Riedel



# 22.08.2009-Marathon Day

## Guests

**Michael Johnson (USA)**

IAAF Ambassador

**Ulrike Meyfarth (GER)**

1972, 1984 Olympic Gold Medallist - High Jump W

**Dick Fosbury (USA) Olympic**

1968 Olympic Gold Medallist - High Jump M  
Inventor of the Fosbury Flop

**Jody & Bayo Furlong (GBR)**

Special Fans

2009 IAAF WAD Draw Winners

Jody Furlong, Joanna Hayes, Michael Johnson & Bayo Furlong



# 22.08.2009-Marathon Day

Michael Johnson



Dick Fosbury & Ulrike Meyfarth



# 23.08.2009 - Final Day

## Guests

### Lamine Diack (SEN)

IAAF President

### Kipchoge Keino (KEN)

1968, 1972 Olympic Gold Medallist - 1500/3000 Metres M

### Marlene Dortch (USA)

Granddaughter of the late Olympic Champion Jesse Owens

### Tyson Gay (USA)

2009 World Championships Medallist - 100 Metres M (silver)

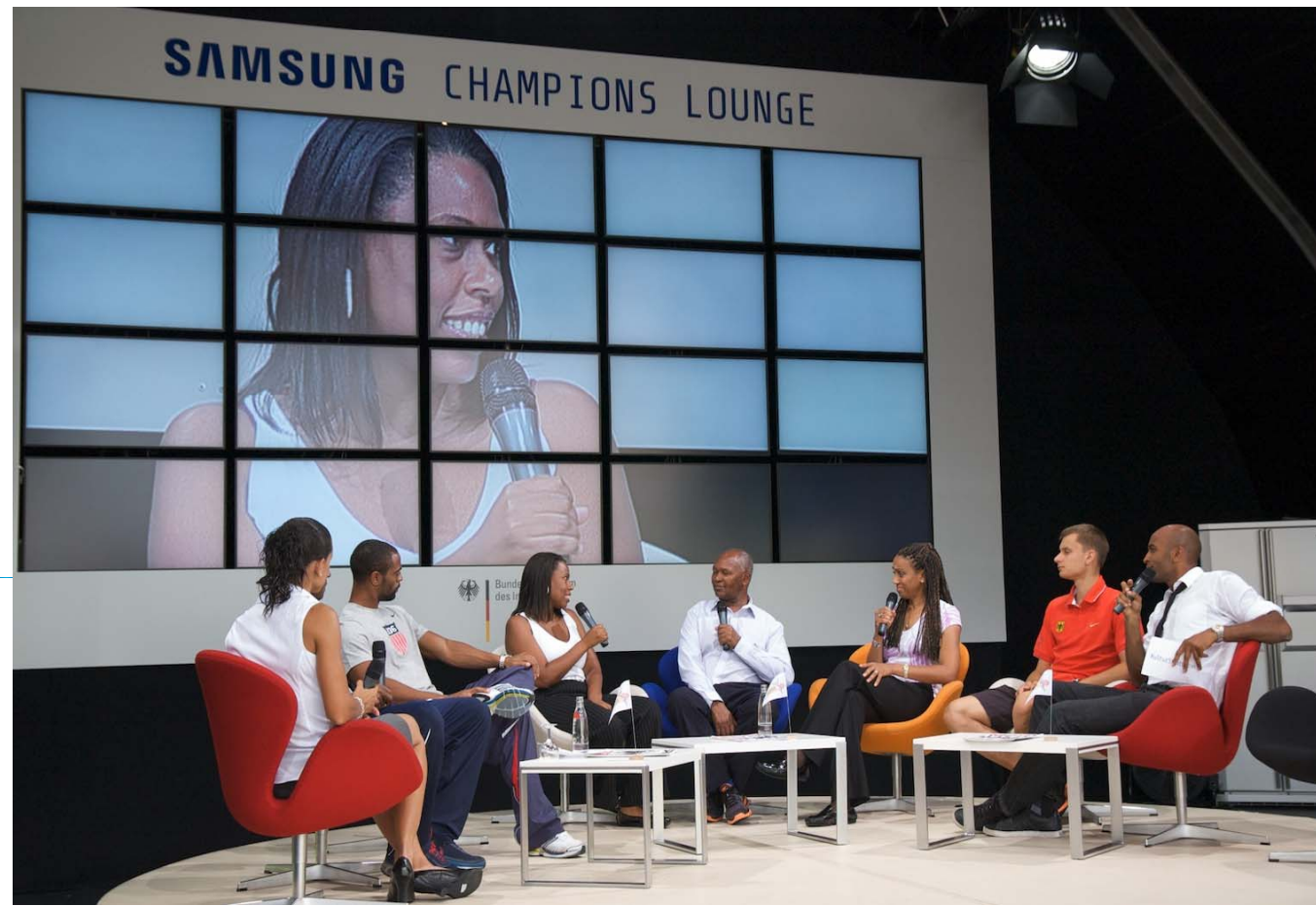
### Dwight Phillips (USA)

2009 World Champion - Long Jump M

### Raul Spank (GER)

2009 World Championships Medallist - High Jump M (bronze)

Tyson Gay, Marlene Dortch, Kipchoge Keino, & Raul Spank





# 23.08.2009 - Final Day

Dwight Phillips



IAAF President Lamine Diack



# IAAF HOUR

## Visitors KulturStadion®:

14. August: 55.000  
15. August: 60.000  
16. August: 60.000  
17. August: 30.000  
18. August: 30.000  
19. August: 48.000  
20. August: 33.000  
21. August: 26.000  
22. August: 100.000  
23. August: 65.000

Source - German Ministry of Interior & Sport

According to police, no violent incidents were reported.



# IAAF HOUR

## Autograph / Photo Session

One of the main goals of the IAAF Hour was for the public to meet their athletics' idols. We therefore initiated a daily autograph / photo session with numerous athletes like Frank Fredericks, Colin Jackson and Allen Johnson. It was indeed an unforgettable moment for a great number of international sport fans!



# IAAF HOUR

## Encouragement to young sports talents

In cooperation with the “Welthungerhilfe” (German NGO fighting hunger and poverty), a charity event took place at the KulturStadion®. For every round that the children ran on the track, the original donation of 5€ was proportionally raised and collected for a long-term project in Mali. After the race, the kids got in touch with athletes Colin Jackson and Allen Johnson inside the Samsung Champions Lounge, where both athletes demonstrated their skills with the hurdles.



# IAAF HOUR

## Hospitality

In consideration of our numerous prominent guests, there were several places on and around Paris Square where VIPs had the opportunity to retreat. After their arrival on site, they were immediately guided by security staff to one of those places. The most comfortable among them was the “SAMSUNG Quadriga Lounge”, a 100 sqm top floor state apartment with two terraces overlooking the monumental square and entire city.



# IAAF HOUR

## Hospitality

There was an additional hospitality tent in the square with two dressing rooms and catering area. The backstage zone where guests waited for their stage appearance was located inside the KulturStadion® construction itself. All of these spots were safeguarded and naturally the guests were offered refreshments and snacks until their departure.



# IAAF HOUR

## IAAF Recognition

IAAF-Ambassadors  
IAAF-Active Athletes

Logo Visibility on-site  
Video Content on-site

### Print Material distribution

2.000 copies of Spikes  
50.000 Info-Flyer KulturStadion  
100.000 Cultural Programme BOC

Access to IAAF-Websites

### Gifts for the public

92 IAAF 2009 World Championship Tickets  
(donation from BOC)  
400 Berlin 2009 Posters (donation from BOC)  
500 IAAF pins  
30 IAAF polos



# IAAF HOUR

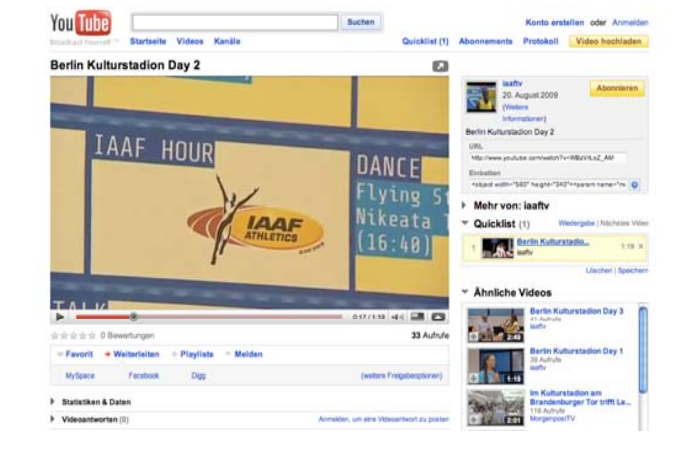
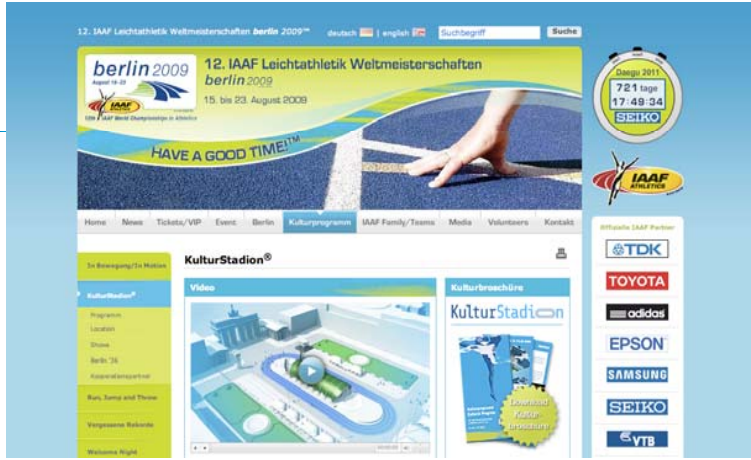
## Online Recognition

IAAF websites:  
www.iaaf.org  
www.spikesmag.com  
www.boc2009.org

Various Websites:  
16.500 new entries for  
"KulturStadion" on google

265 new entries for  
"IAAF Hour" on google

325 online articles





THANK YOU  
IAAF!

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