



WORLD ATHLETICS
CHAMPIONSHIPS
OREGON22

WORLD ATHLETICS CHAMPIONSHIPS OREGON22



OUR NEW WORLD

- The world of Sport is in a different place
- We became Oregon22
- It requires a fresh and innovative approach to all aspects of event planning
- The success of the Championships is a collective effort – we need to be ‘all in’ in order to meet our collective objectives
- We recognize the shift and momentum – it’s a time to be DIGITAL and DIVERSE



OUR STRATEGY

By defining this strategy we will be fulfilling our vision:

To deliver an unmissable World Championships and provide the platform for all stakeholders and partners to achieve their own individual objectives. So that we can all deliver on the overall vision for the Championships.



ONE AMBITION

FOUR BIG GOALS

SIX STRATEGIC INITIATIVES

OUR WORLD MINDSET



**WE HAVE ONE POWERFUL
AMBITION TO BE**

BEST OF ALL WORLDS

We will accomplish this through our experience driven approach, celebration of world diversity and our high performing team that lives by and upholds our strong values. So that we can

**ELEVATE THE SPORT OF TRACK AND FIELD AND
THE STATE OF OREGON GLOBALLY**

OUR STRATEGY

ONE POWERFUL AMBITION

BEST OF ALL WORLDS

4 BIG GOALS

ORGANIZE

an unmissable World
Championships

OPTIMIZE

our resources
and partnerships

MAXIMIZE

visibility and digital
engagement

PRIORITIZE

being united in
diversity



6 STRATEGIC INITIATIVES

STRONG BRAND

Build a event brand and imagery that resonates globally and attracts fans both in stadium and digitally to watch and engage with the world championships pre, during and post event.

DRIVE CHANGE

Be an inspiring leader and voice for igniting long lasting change in both mindset and behaviour. We will be the new blue print for the hosting of major sports championships in the future.

UNIQUE EXPERIENCES

Deliver experiences across all constituent groups that not only meet high levels of operational excellence but embrace and deliver a heart and home experience that is unique to Oregon22.

ENGAGE PARTNERS

Provide the platform to enable all our stakeholders, community and partners to deliver and achieve their objectives and share in the collective success of the Championships.

DYNAMIC TEAM

Build a high performing team that 'lives by' and upholds the values of Oregon22 and conducts its actions through robust business practices, optimizing resources at every opportunity.

DIGITAL TRANSFORMATION

Integrate digital technology into all our activities to enhance our business practices internally and our engagement externally.



OUR 'WORLD' MINDSET

OUR 'WORLD' MINDSET

Our mindset will determine how we act and behave as an organization both internally and externally

- Celebrate World Diversity
- Athlete Inspired
- Resourceful and Sustainable
- Progressive in Design and Delivery



STRONG BRAND



WORLD ATHLETICS
CHAMPIONSHIPS
OREGON 22

JULY 15TH-24TH 2022

EUGENE, OR USA



*World Athletics
Championships*

Example of brand look & feel



**FEEL^{THE}
GLORY**



**WORLD ATHLETICS
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OREGON 22**



WORLD

The purple outmost and largest rib represents the scale of the world audience and celebrates diversity. The color speaks to the prestige of the event and the quality of the athletes who will attend



USA

The brightness of the blue represents the nation and youth and all who participate in the sport of Track and Field in the USA. TEAM USA – the #1 world team will be competing on home soil for the very first time



OREGON

The green honors the state's lush natural resources and eco-conscious culture. It represents the State of Oregon, the City of Eugene and the University of Oregon



HAYWARD FIELD

The smallest rib closest to the the beating heart of the venue and the community as well as the volunteers and athletes competing there

ENGAGE PARTNERS



A COLLECTIVE PARTNERSHIP





DRIVE CHANGE





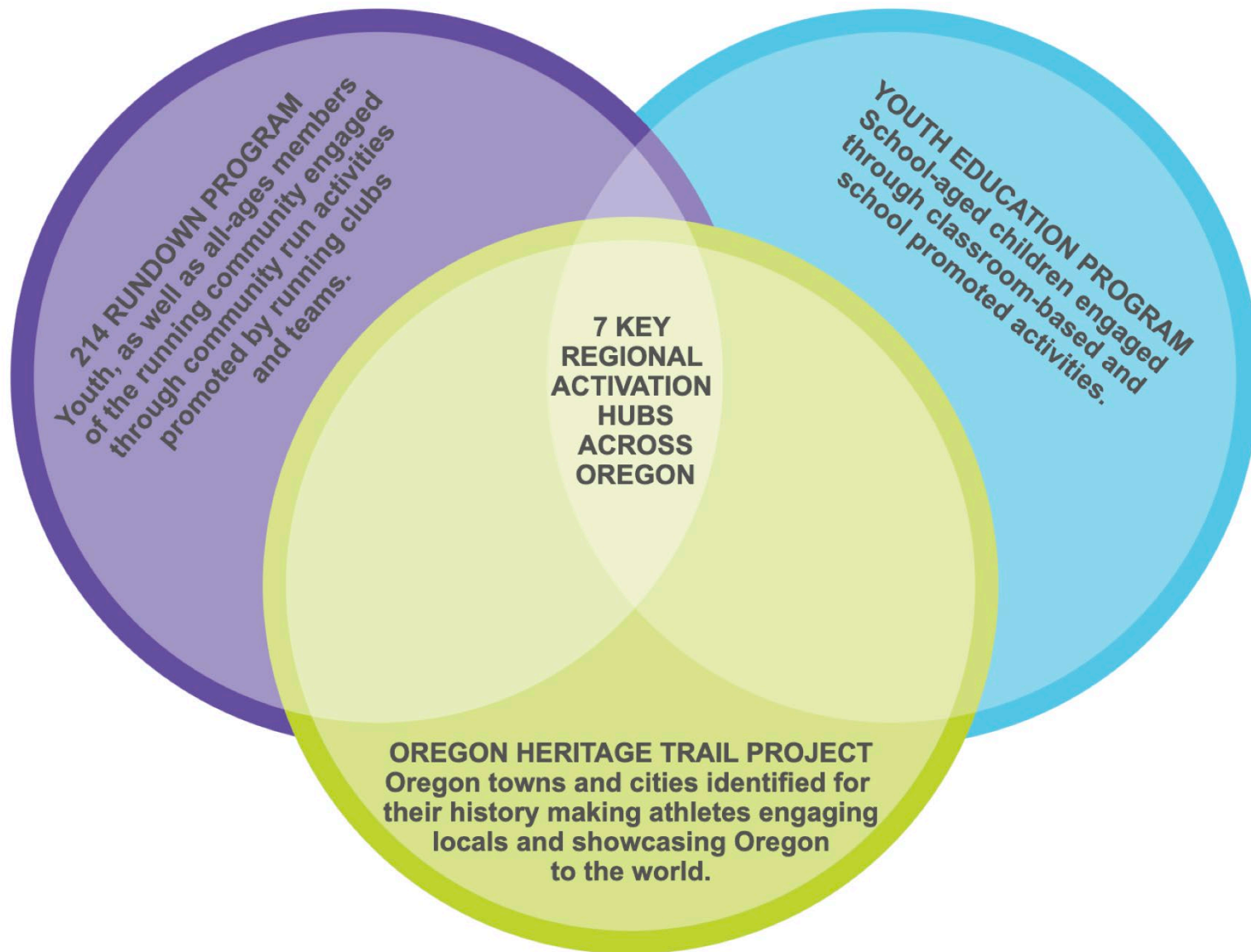
- Worked for months on a DEI strategy designed to ensure ours will be an event where all feel welcome and included.



- Partnered with the Council for Responsible Sport and World Athletics on our sustainability strategy that, has the potential to achieve the Council's highest rating for a sustainable event.



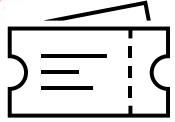
WORLD ATHLETICS
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TO CREATE A NEVER-BEFORE EXPERIENCED OREGON CELEBRATION



WHO ARE OUR FANS?



TICKETED FANS

Fans that have purchased tickets to the championships.

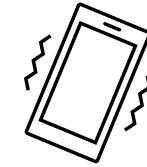
This group has an onsite experience that will be affected by parking and transportation, queues, venue cleanliness, food and beverage quality, customer service, seat views, event presentation, stadium dressing, activities and activations.



NON-TICKETED FANS

Fans that have not purchased tickets to the championships but attend non-ticketed events.

This group has an onsite experience at road events or local festivals. They are affected by parking and transportation, standing views, event organization, signage, restrooms and food accessibility, activities and activations.



VIRTUAL FANS

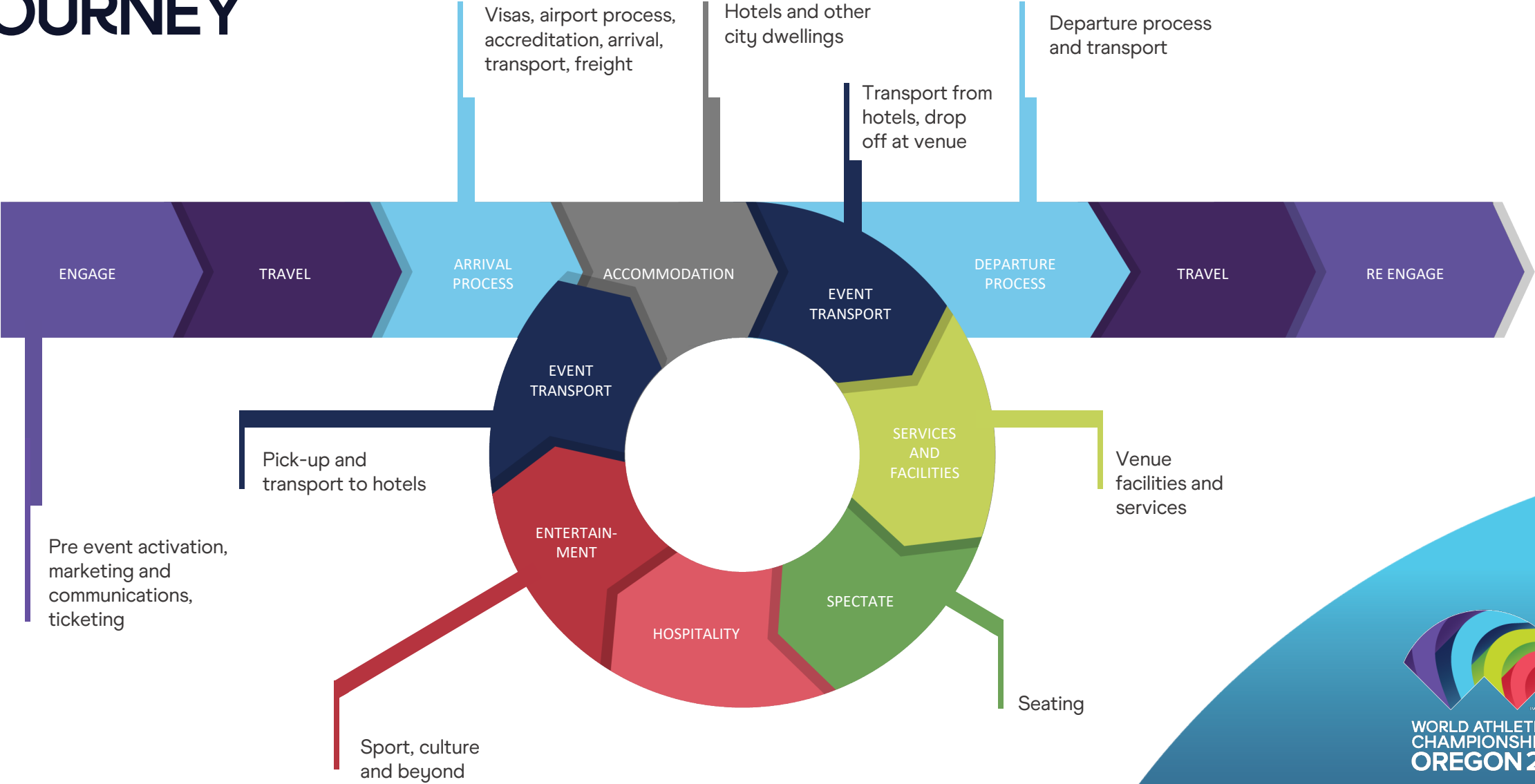
Fans engaged via virtual platforms. This group has a remote experience. They are affected by digital coverage and digital accessibility of the event. They will need ample information prior to the event on when to tune in, quality images and video, a sense of digital belonging, and engagement activities.















UNIQUE EXPERIENCES



EXPERIENCE JOURNEY



OREGON22 COMPETITION SCHEDULE

O22	D1	D2	D3	D4	D5	D6	D7	D8	D9	D10
	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
	15 July	16 July	17 July	18 July	19 July	20 July	21 July	22 July	23 July	24 July
Road			MRT	MRT				RWK		RWK
AM										
Road	RWK x 2									
PM										



Session no medal



Session with medal(s)



Marathon



Race walk

22	16 Stadium Sessions
	6 Road events



DYNAMIC TEAM



PLANNING CONTINUUM

today



Phase 1
Sep 2019 – May 2020

Phase 2
until December 2021

Phase 3
until July 2022

Insight

Vision

Scope

Plan

Prepare

Deliver

STAFFING

- 12 members of full-time staff
- Over 25 additional staff and advisors that are part of the team including partner organizations UO and COE
- Phased recruiting
 - Rise to 100 during event time
 - 2000 Volunteers - recruitment to start September 2021
 - Engaging volunteers – state, national and international
- Ongoing recruitment via website and recruitment platform



DIGITAL TRANSFORMATION





Operational Data Hub

Private group

Home

Competition Schedule

Historical WC Data

Arrivals, Transport and De...

Accommodation

Food and Beverage

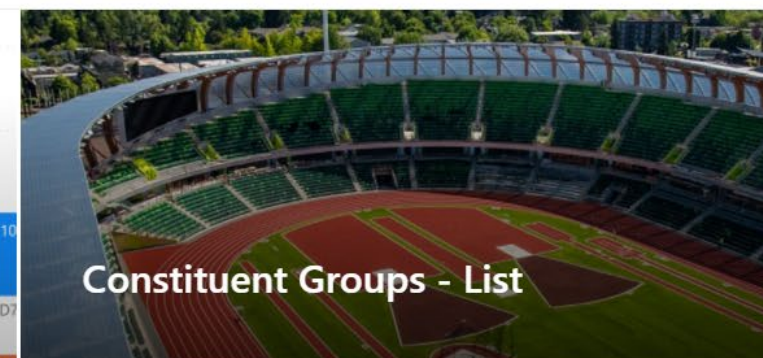
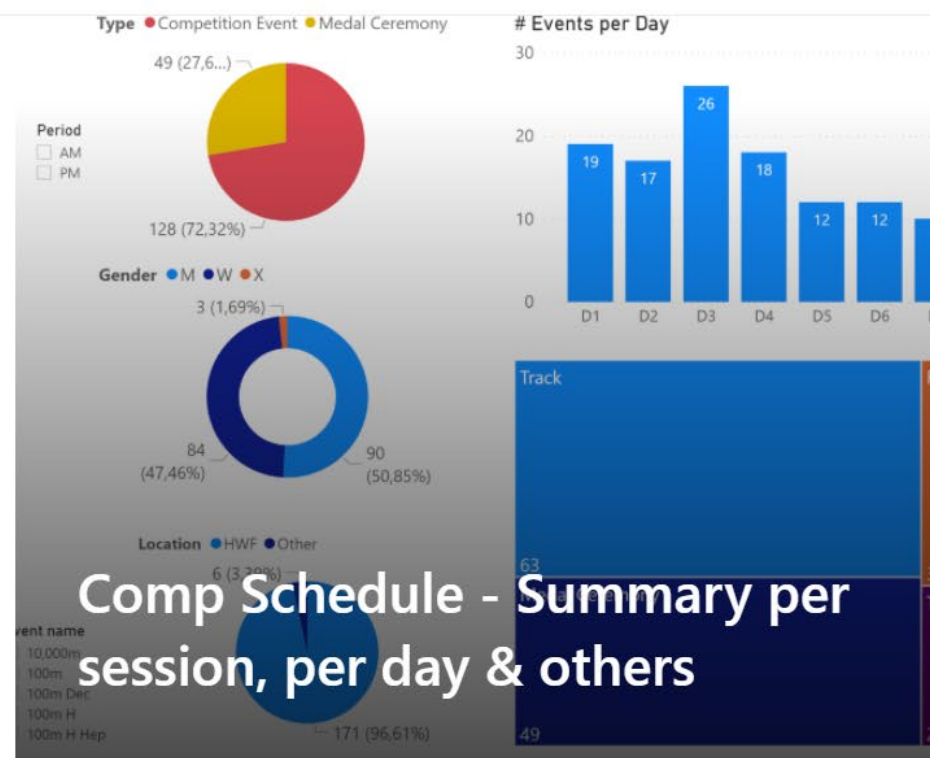
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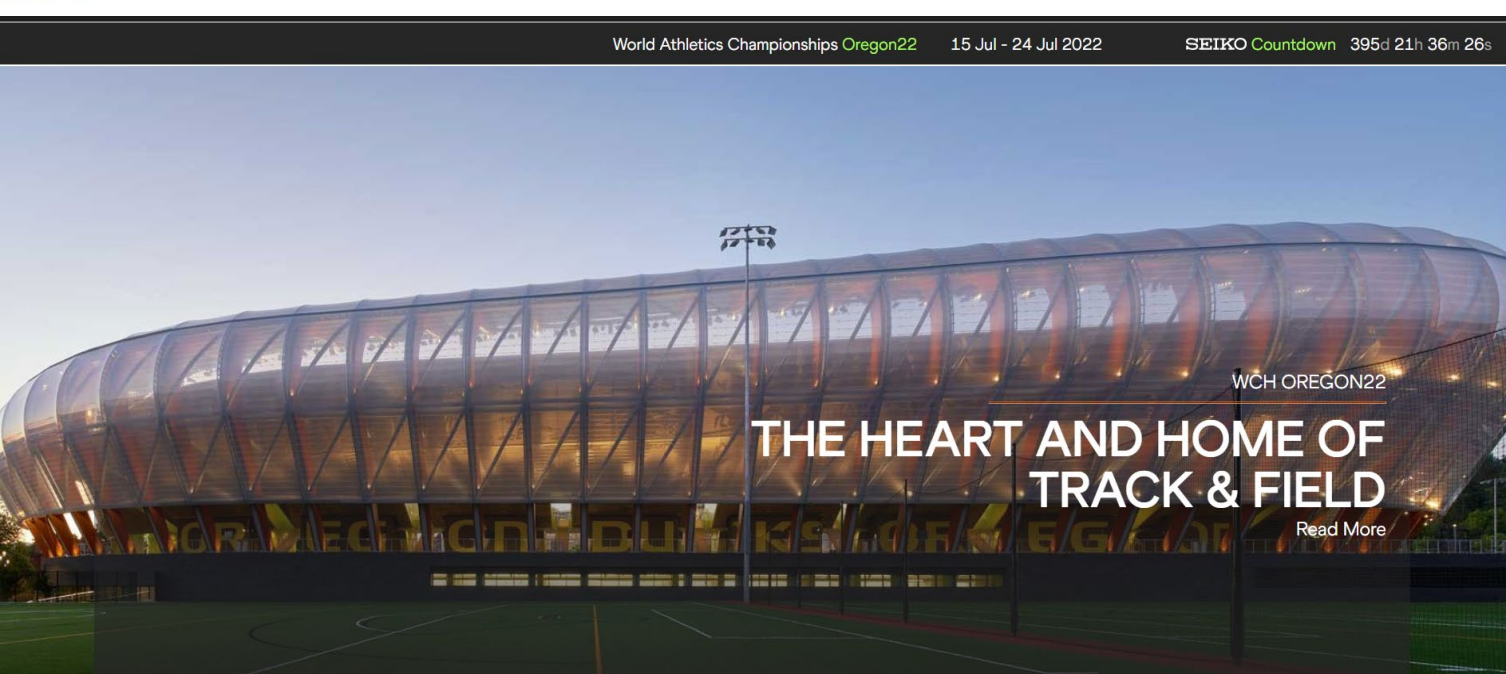
Recycle bin

Edit

+ New Page details Analytics

Published





 **WORLD ATHLETICS CHAMPIONSHIPS OREGON22**

EARTH DAY 7 DAY CHALLENGE

						
DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
Grab a reusable water bottle.	Run to your destination!	Donate old running gear.	Go paperless.	Use a compost bin!	Choose eco-friendly clothing.	Plant a native plant.



ADDITIONAL UPDATES

- Tour Operators and Fan Clubs
- Training Camps
- Volunteer recruitment
- Accommodation contracts
- World Broadcasters Meeting – 1st November



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**TRAVEL
OREGON**

HOST STATE

EXPOSURE FOR OREGON22 & TRAVEL OREGON

Exposure for Oregon22 as the name of the event

- ✓ 100% of the time the event is mentioned
- ✓ On screen TV graphics
- ✓ Athlete bibs
- ✓ 'postcard images', beauty shots etc.

Exposure for Travel Oregon as a Host City and partner of World Athletics

- ✓ Use of the logo in promo materials
- ✓ LED Boards
- ✓ Official collateral and materials
- ✓ Partner recognition and exposure

- Expected equivalent media buy value of over \$100million
- Top 3 markets UK, China, Japan



