

**6th IOC Athlete Career Programme Forum
Athlete Career Programme (ACP) Forum
8 to 11 November 2012, Lake Placid, USA**

Communications

Working Group Recommendations
Increase awareness amongst athletes, messaging should be clear and consistent. There should be one point of contact for athletes (nationally, continentally and globally) as well as a clear definition of the roles of Adecco, NOCs, etc.
Consideration should be given towards developing targeted messages/slogans for the programme that will increase the awareness of athletes, IFs, NOCs, athletes' commissions, sponsors, etc. To increase engagement an international promotional campaign should be developed.
To increase internal understanding of the programme within NOCs and Adecco, it is recommended that each organisation "bring the programme to life" by sharing athlete success stories and communicating quantitative and qualitative results.
Continental networks consisting of NOC and Adecco representatives should be created. These teams should have a consistent communication structure with identified measurables, outcomes and framework. Online platforms could be developed to communicate and further encourage the sharing of best practices. Those delivering the Outreach Programme on the continents should be included within the network.
To assist in the engagement of stakeholders, materials which are clear, concise and regularly updated should be prepared and distributed. The materials should be based on best practices and focus on sponsor engagement, athlete recruitment, communications, etc.

Entourage

Working Group Recommendations
The IOC ACP should develop content specific for coaches. Messaging should emphasise the important role coaches play during and after an athlete's sporting career and the ways in which coaches can help their athletes and promote the programme. It is recommended that NOCs and IFs should be encouraged to incorporate this content into applicable materials which they produce for coaches (coaching training manuals, etc.). This information should be presented in a "coach friendly" manner and be disseminated at various events (including the Olympic Games, World Championships, National Championships, etc.).
It is recommended that the IOC, NOCs, IFs, Adecco and Athletes' Commissions organise specific events for the athletes and their entourage which focus on communicating the value of the IOC ACP. These events should leverage existing local platforms as much as possible and be organised at times that athletes are most receptive (e.g. after the Games). The information presented should strongly emphasise the important role that the entourage can play in ensuring that athletes prepare for their life after sport while still competing.

It is recommended that “athlete stories”, testimonials of athletes whose transition into life after sport was easier due to the IOC ACP, be disseminated to all members of the athletes’ entourage in a targeted way (i.e. different messages for different target audiences). These stories are to be developed at international and national level, be shared via the IOC and Adecco websites and provided to the NOCs, IFs, Athletes’ Commission, etc. for them to utilise.

Sponsors

Working Group Recommendations

Analyse the possibility of creating a job board template for national and international employment opportunities. This may include a database of resumes of those athletes who have participated in the IOC ACP.

Leverage and analyse the existing relationships with the various IOC and NOC sponsors as well as Adecco clients to generate stronger employment opportunities for athletes. Analysis should focus on creating job opportunities on a national and international scale.

Develop marketing materials for sponsors and athletes which outline the various employment options (internship, full and part-time employment, seasonal, etc.) and the value of engaging with athletes. It should include examples of best practices.

IOC and NOC sponsors should continue to be encouraged to provide internship and employment opportunities for athletes.