



**3RD IOC INTERNATIONAL ATHLETES FORUM
FINAL PROGRAMME**

Dubai, 27-28 October 2007

Athlete education and career management

Leader: Robert Ctvrtlik

Moderator: Barbara Kendall

Guest speakers: Tuuli Merikoski-Silius and John Waser

“In addition to career management, acknowledging the importance of education is a key success factor for the development of a balanced athlete.”

1. Raise awareness

- The IOC should use all communication platforms at its disposal to inform the athletes, their entourage, the Olympic Movement and key stakeholders (including governments and UN agencies) that a balanced athlete will perform at a higher level, have a more productive and longer career and a smoother transition after sport.
- From 2008, the IOC should have a dedicated information area within the Olympic Village at Olympic and Youth Olympic Games to inform the athletes about the importance of education and career management and expose them to the programmes which are offered.

2. Educate

- The IOC, as the thought leader in elite sport, should activate and coordinate a network to share knowledge and best practices.
- It should organise a conference/seminar, working with the existing networks (e.g. the IASF), for the purpose of educating about athletes' support in their life and career during and after sport, using a holistic approach.
- We encourage the expansion of Olympic Solidarity programmes to include education and career management starting with the next quadrennial plan.

3. Leverage existing organisations and programmes

- Athlete Career Programme
We positively acknowledge the importance of the Athlete Career Programme and encourage further expansion into countries and areas in which it does not exist. Additionally, the IOC needs to find ways to communicate directly with athletes about these programmes.
- Network: World Olympians Association
We encourage the IOC and the WOA to work together and create a mentoring network to work with athletes during their sports career on the importance of education, transition preparation and career management.



**3RD IOC INTERNATIONAL ATHLETES FORUM
FINAL PROGRAMME**

Dubai, 27-28 October 2007

Athletes' image and network

Leader: Charmaine Crooks

Moderator: Hicham El-Guerrouj

Guest speakers: Anne Montminy and Melinda May

1. Athletes' image

It is important to educate athletes about their value, worth and responsibility to continue to be role models and advocates by using their image in a powerful way.

- Develop a database of Olympians who can be called upon for activation activities
- The IOC to find ways to utilise athletes in humanitarian/social responsibility programmes
- Develop education programmes for athletes on self-marketing during and after their career and on the Olympic values
- Encourage athletes to work with their IFs on marketing initiatives

2. Athletes' network

The power and impact of the athlete networks need to be expanded using technology, multimedia platforms, and the sharing of best practices.

- Study possibility to make it compulsory for athletes to be on the executive bodies of IFs and NOCs
- Provide IFs and NOCs with governance tools and sample templates in order to enhance and develop athletes' commissions
- Create dedicated communication vehicles to disseminate relevant information



**3RD IOC INTERNATIONAL ATHLETES FORUM
FINAL PROGRAMME**

Dubai, 27-28 October 2007

Involvement of athletes in the preparation of the Games

Leader: Manuela Di Centa

Moderator: Frank Fredericks

Guest speakers: Jonathan Edwards and Gilbert Felli

1. Involvement of the athletes in the preparation and staging of the Olympic Games

The athletes have an important role to play in the preparation and staging of a successful Olympic Games.

- To achieve this, we believe that athletes must be involved from the beginning (candidature phase) to the end (debrief of the Olympic Games) in all matters related to athletes' activities.
- In order to ensure that the participation of athletes is optimal, a system for a complete transfer of knowledge should be implemented, based on the expertise and experiences of athletes previously involved.

2. Involvement of the athletes in the Board of the Organising Committees for the Olympic Games

We welcome having an athlete on the Organising Committees board.

However, we believe that this role must be clearly defined and set out in detail. This should apply to all aspects and levels of athletes' representations.

The athletes need to be given the tools and support necessary to achieve and perform their role.

3. Involvement of the athletes in the Olympic Movement

- All NOCs, IFs and NFs need to establish and, where necessary, reinforce the role of the athletes' commission as soon as possible.
- The IOC Athletes' Commission needs to get closer to the IFs' and Continental Athletes' Commissions.
- It is very important to have different networks to share information between the various athletes' commissions;
 - ♦ IOC Athletes' Commission Forum
 - ♦ Continental Athletes' Commission Forum
 - ♦ IFs' Athletes' Commission Forum