

SPORT PRESENTATION WORKSHOP PROPOSAL

Sport Presentation creates an electric atmosphere that enhances sports performance and spectator experience. Its' purpose is to enrich events through entertainment and education.

To grow the sport of Archery in terms of athlete experience, sponsorship and spectatorship, it is important for local organizing committees to integrate Sport Presentation into their events. Sport Presentation has been proven to improve the overall presentation of the sport and it engages both live and virtual spectators.

There are several key elements to Sport Presentation: scripting, announcements, commentary, music, video, entertainment & interactive activities, athlete introductions, and award ceremonies.

Workshop Objectives

- **Introduce and demonstrate the elements of Sport Presentation**
- **Develop script for an upcoming event**
- **Provide an opportunity to practice skills learned**

Agenda (3-4 hours with a 15-20 min break)

- **Introduction to Sport Presentation**
- **Outline of the key elements of Sport Presentation**
- **How to use music to shape the mood**
- **Create effective announcements and commentary**
- **Dynamic athlete introductions**
- **Identify what elements workshop participants have the resources to deliver now**
- **Integration of entertainment and video content**
- **Co-ordination with broadcast or streaming**
- **Ceremonies choreography and protocol**
- **Script writing exercise**
- **Group work- participants will be assigned a part of the competition to script and rehearse**
- **Mock Finals- each group will execute their assignment**
- **Feedback on assignments**
- **Review of key elements and closing remarks**

Outcomes

- **Greater understanding of how Sport Presentation can enhance the athlete, spectator and sponsor experience**
- **Take away usable strategies and templates to use at events immediately**
- **Elevate the level of local, national and continental events in the long term**