

# The Restructure Of World Games 2005 Ltd.



In a bold political move, Duisburg's Mayoress, Bärbel Zieling, and her governing party, the Social Democrats – SPD, proposed on January 14, 2004, to restructure the staff of World Games 2005 Ltd. The head of Duisburg's Department for Culture, Gerd Bildau, took over – with immediate effect – as Chief Executive Officer for World Games 2005 Ltd. and for Duisburg Marketing Ltd. The latter is another city-owned company tasked with Duisburg's general promotion. It is only logical that both companies should twine together in their efforts of acquiring the funds necessary to put on highly successful World Games.

The Duisburg organizers reviewed the progress achieved in the preparations for The World Games 2005 at the end of last year. Their findings ultimately led to Gerd Bildau's appointment and to other modifications in the structure of the World Games 2005 Ltd., the company entrusted with the event's organization.

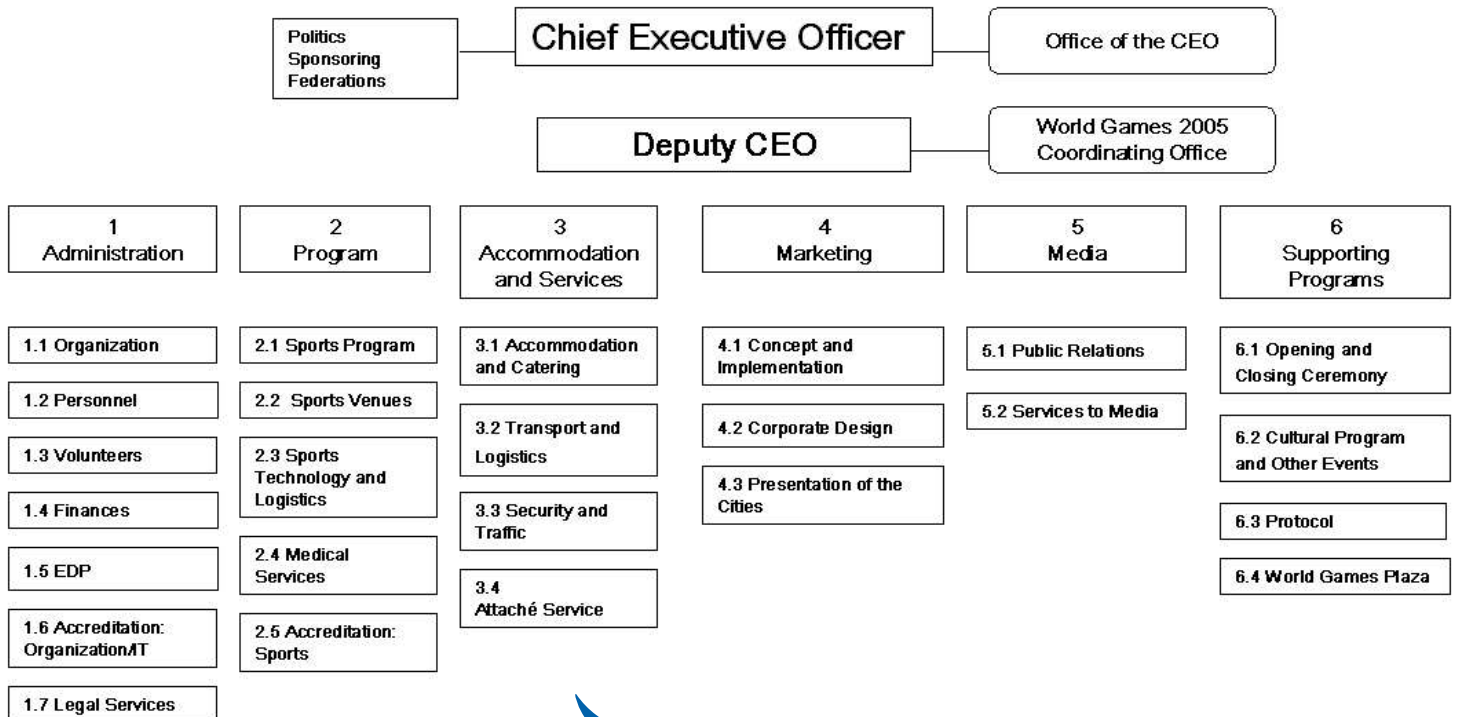
Since then, the World Games 2005 Ltd. staff has defined the budgetary requirements for a successful event further. This has

resulted in a substantial increase of the overall budget. Therefore, one of the main tasks for the CEO is to secure more contributions from national, state and municipal governments, and to step up efforts in obtaining commercial sponsorships. In the short period that Bildau holds the CEO position, additional funding has been secured from governmental organizations already, and the necessary steps have been taken to expand the marketing and media departments.

Peter Orzol, the Deputy CEO and in charge of administration, and Joachim Gossow, the Sports Director, remain in their key positions and continue the collaboration with the 32 International Sports Federations involved in the Games.

The staff of World Games 2005 Ltd. will move to new headquarters in close proximity to the Wedau Sports Park during the first week of March.

The restructuring of the DOC – which generated headlines in North Rhine Westphalia's press throughout January – brought about the reaffirming of the commitment to host "the best World Games ever" by all the major political parties.



32 International Sports Federations are involved in The World Games 2005 Duisburg. They all expect to derive significant benefits – in the form of positive exposure for their athletes and their sports – from staging 177 medal competitions and five exhibitions between July 14 and 24, 2005, at 17 venues in and around Duisburg.

The prospects for them to attain their common objective have never been better: summer days packed with elite sport and the hosts' enthusiasm are guaranteed. Duisburg's track record as an organizer and host of large events in international sports stands out since the 1989 Universiade.

Nevertheless, the Duisburg organizers depend on the input from every Games IF and the IWGA in a number of areas. Only continuous tripartite collaboration throughout the preparations will ultimately ensure the total success of The World Games 2005.

The second **IF Technical Delegates Meeting** is scheduled to take place in Duisburg, on March 6 and 7, and serves to finalize issues concerning the technical conduct of the competitions and exhibitions.

The **World Games Workshop**, an 'at-one-year-out' briefing session for IF representatives, is scheduled for the afternoon of May 19 – concurrently with SportAccord in Lausanne.

## THE WORLD GAMES WORKSHOP

Lectures, briefing sessions and hands-on classes make up the syllabus. All IWGA Member Federations, and the federations governing sports on the invitational program of 2005 Duisburg, are invited to enroll up to three representatives in this workshop held on May 19, from 14:00 to 17:00, at the Auditorium of the Olympic Museum or, depending on availability, at a conference room at the Palais Beaulieu in Lausanne.

The first part of the workshop focuses on pertinent aspects of administering the athletes and the competitions in The World Games 2005.

WG 2005 Sports Program

WG 2005 IF Passports

WG 2005 Qualifiers

Anti-Doping Code

WG 2005 Doping Controls

The workshop's second part deals with the requirements for an improved media profile of The World Games 2005.

Accurate and concise descriptions of each event of The World Games are required. How to write them to consistent patterns!

Up-to-date imagery is required to portray the sports, disciplines and events of The World Games. How to gather and use them!

Detailed information on all athletes participating in The World Games needs to be made available to the media. How to collect and process the athletes' data!

Stars should shine well before July 14, 2005, in the 30+ sports of The World Games. How to identify those athletes who help in the promotion of their sport and the WG concept!

The IFs' broadcast expertise can make the difference in improving production and distribution of coverage on The World Games 2005.

Lluís Puigbert looks at the light side of The World Games

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