



# A Campaign Update

## FORUM

You are holding the fourth issue of THE WORLD GAMES FORUM in your hands. It wraps up the first year of existence for a publication which aspires to be more than a newsletter, which pretends to serve as a forum of opinion: yours included.

Its circulation increased gradually over the past months. FORUM, in print and electronically, now reaches close to 3,000 readers belonging to but a few categories: International Federations, International and National Olympic Committees, the media – decision takers and opinion makers in global sports.

FORUM grew from 8 pages initially to the current 16; and with The World Games 2005 approaching, more space is needed to cover the breadth and the depth of their sports in upcoming issues.

### Editor's Note:

If FORUM has fallen short in establishing dialogue between the principal stakeholders in the World Games concept, it shall nevertheless continue its efforts to launch the discussion on key topics. The final question raised in Daniel Bell's article "Bigger & Brighter" should not go unanswered. The floor is still yours!



## WWW

The official website of the International World Games Association (IWGA) was rolled out on March 24, 2001, and the pervasiveness of the Internet soon converted worldgames-iwga.org into the primary window towards the public at large for both, the IWGA and The World Games. Ever since day one, the emphasis was put on communicating the features and core values of the multi-sport event to those who are not yet familiar with it.

Well over 1,000 pages are currently available. New sections with information on athletes, on 2005 Duisburg and on the many qualifying events staged in the lead-up to the next World Games have been added.

The monitoring of traffic to the site records a fairly consistent 15,000 unique visitors per month calling up an average of 3 pages each.

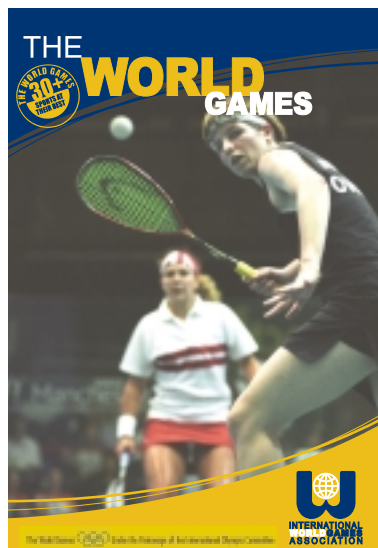
### Webmaster's Note:

Traffic to world-games.org thrives on quality content, on news from the different sports and on short features suited for posting under the World Games label. The syndication of relevant and topical information provided by the 33 federations is the mainstay for the IWGA website. At least during 3 out of 4 years!

An IWGA Intranet will be made available to a select number of users in each of the IWGA member federations from early 2004.

## BRAND

A range of efforts seek to further strengthen the World Games brand. "Non-Olympic", long considered the only common attribute for the 30-plus sports under the World Games umbrella, has all but been dropped from the IWGA vocabulary and replaced with a new and decidedly more positive byline. "The World Games: 30+ sports at their best!" surely beats "Games of the Non-Olympic Sports" as an upbeat collective identity. The distinctive branding mark is henceforth to be associated with spectacular imagery depicting the sports belonging to the IWGA family.



## WHAT'S AHEAD?

*"To make The World Games a regular part of the sporting experience for large numbers of people,"* is how Richard Bunn – the European Broadcasting Union's former Controller for Sport and now an independent consultant for sport and for the electronic media – describes the task at hand for the IWGA. Some work has been done – MUCH MORE is required!

