

THE WORLD GAMES

FORUM

The International World Games Association Quarterly - Issue 1 - January 2003

It should take but a brief glance at THE WORLD GAMES FORUM's format and appearance before you conclude: "It's another newsletter!"

Wrong! THE WORLD GAMES FORUM aspires to be a true forum of opinion, a place for exchanging views and discussing those matters that really matter in developing The World Games further.

After the IWGA Executive Committee decided to launch another periodical, considerable thought was given to the format: print versus electronic NETzine? Both! Next: newsletter (amalgam of more or less up-to-date news from the sports and their governing bodies, from the IWGA, etc.) versus magazine with focused topical information (of the broadest scope possible)? The latter!

Ultimately, it turned into an 8-page publication, on recycled paper or as a PDF file, with the mission of stimulating reflection and dialogue on the part of its readership! If this edition fails to hit such ambitious a mark, I not only assume full responsibility, I assure the readers that help is on its way. To gradually broaden the scope of the discussions and to add to their depth, I already invited a number of experts to contribute to the remaining issues for 2003: sports journalists, television producers, e.a. They all accepted. What counts most in establishing THE WORLD GAMES FORUM as just that – a forum of opinion – are your regular contributions. You are not in agreement with opinions stated in Issue 1? Voice yours in Issue 2! If the IWGA was lacking something in the past, it was ongoing dialogue. The delegates of 33 International Sports Federations meeting face to face just once every year did not allow for much general discussion to take place. Now they have the opportunity to state their case at regular intervals: in January, April, July and October. By simply submitting their contributions minimum one month earlier! The floor is yours!

*Roland Hilfiker
IWGA Vice President
Editor*

The World Games: "30+ sports at their best!" A Campaign Report

Together with this issue of THE WORLD GAMES FORUM, the constituents of the IWGA – in all, some 250 addressees – 199 presidents of National Olympic Committees, 126 members of the International Olympic Committee, and several hundreds of other recipients get a comprehensive campaign package by mail: the 36-page color brochure The World Games and an auto-executable CD with two 4-minute video clips: *30+ sports at their best!* plus *Duisburg on the Move*.

It's not the first time that the IWGA ventures into all-out campaigning, aiming at informing targeted audiences about The World Games, their nature and their mission. Similar efforts had been undertaken in 1996 and in 2000 – with very good results.

Objectives

The main objective of the 2002 - 2005 campaign is to communicate again the core values of The World Games to IWGA Members, to candidate host cities, to media, and to other pillars of the Olympic Movement. The latter targets are of particular importance, since certain traits of The World Games have been altered significantly over the course of the past three years.

The signing of the Memorandum of Understanding between the International Olympic Committee and the IWGA resulted in nationally representative multi-sport delegations entering The 6th World Games 2001 Akita. Many of these delegations received sanction and support from their respective National Olympic Committees. Athletes no longer

represent their International Sports Federation in The World Games, they represent their country – first and foremost!

The 33 International Federations making up the IWGA refrain forthwith from using the label Non-Olympic and seek to replace it with new and better collective attributes for their sports, affirming The World Games' rightful place within the Olympic Movement.



Messages

All messages of the current campaign aim at increasing the audiences' awareness of The World Games. With the event held at quadrennial intervals, its core values are hardly top-of-mind during long periods. Reminding the principal stakeholders regularly of The World Games is necessary to eventually increase awareness among the general public.

From slogans to descriptive texts, the campaign messages emphasize the unique characteristics of the multi-sport event that's both, established and yet ready to be developed further, and that assumes an essential role as the premier contest for more than 30 diverse sports. Particularly in view of the fact that all these sports together are practiced by 1'000'000'000 people worldwide. Additionally, slogans and texts spell out again what remains the *raison d'être* for The World Games: with the high-profile showcase, the 33