

Agenda Item 16.3

Short-Term Project

- Headquarters Staffing
- Website + Communication
- E-Shop
- Guideline for Competition



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Short Term Project / HQ Staffing

HQ Workload increased dramatically since 2000, and 1990

- Competition administration (OAs, Bulletins, Medals, Calendar, Results)
- Badge & Certificate management
- News projects: Ranking Lists, Cat 2 payment by CB, ...
- ASC Plenary Organization / Development of Technical Commissions
- IT & Website management

FAI office hasn't change much in 10 years

- 2000 = 5,5 Staff
- 2009 = 6,5 Staff (and back to 5,5 in 2010)



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Short Term Project / HQ Staffing

Staffing Coherence / Increase HQ Service Capacity

- Management by Project / each resource on a dedicated function
- Fill in functions gap (ie. Communication for instance)
- Reduce exposure on day-to-day issues --> concentrate on creating value

Create a Membership & External Relationship position

- Increase our capacity to service Members
- Increase our capacity to add value to Technical Commission
- And to follow up on regulatory and environmental issues

Create a dedicated "Sports & Development" department

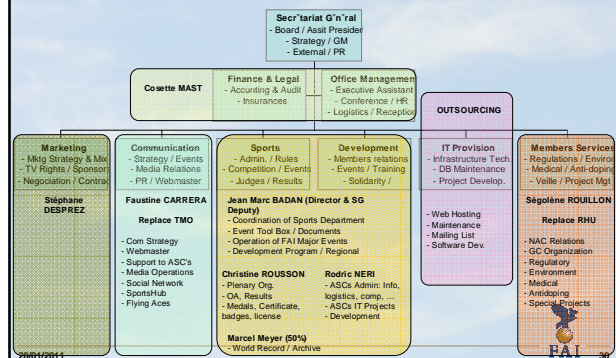
- Increase our capacity to add value to ASCs
- Create a new position of ASCs Manager
- Reduce exposure of JM Badan to "non-sports" activity
- Dedicate Christine Rousson to Competition Administration



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Short Term Project / HQ Staffing



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Short-Term Project / Communication

New Communication Manager

- Dedicated to Webmastering (includ. support to ASC Webmaster)
- Gather, create and disseminate content
- Close collaboration with ASCs and NACs

Outsourcing of IT

- Network and Workstation
- Software development - reactivity

Restructuring of Communication Tools

- FAI Websites → address to many audiences
- Collaborative Tools → Mixed with Public Website
- Better serve our constituents



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Short-Term Project / Communication

Website Questions / Objectives

- How to better promote the FAI ?
- How to share our Passion with the public?
- How to add value to the ASCs ?
- How to facilitate communication between FAI Constituents ?
- How to reinforce FAI's Identity and Brand ?

Solutions

- General Website to enhance our content --> Passion for Flight
- Intranet / Webring of services for ASCs & Working Groups
- Extranet for NACs, Sports Persons,
- Social Networks (ie. Facebook)



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Short-Term Project / New e-Shop

Goal

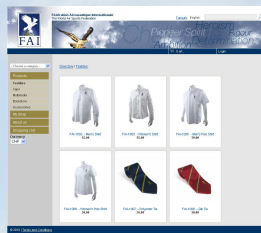
- Promotion of FAI merchandise
- Service to Members, ASCs
- ... and Organizers

Address

- <http://fai.officialshop.ch>

Launch

- General = 1st October
- Password (NAC, ASC, Organizers) = 1st November



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Short-Term Project / New e-Shop

Regular Products

- Textile (Polo, T-Shirt, ...), Caps, Polaire
- Usually better quality and less expensive :
 - Caps @ 15 CHF
 - Long Sleeve Shirts @ 55 CHF



NEW

- Female cut & Customization (w/ ASC Logo)
- Order pins, badges, stickers, etc ...
- Organizers Kit - Customization
 - Flags / Windflag / Banners
 - Security Yellow Vest



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Short Term Project / Guidelines for FAI Competitions

Basis

- Concept of "Media Guide" proposed in 2004
- Needs expressed at the "2006 Seminar for Event Directors"
- Further development work by Exec Dir B.-E. Fonsell and J.-M. Badan

Objectives

- Facilitate access to information on FAI First Category Events
- Provide practical tools, references, guidelines and services
- Share experience
- Harmonize the presentation of our competitions
- But : Will not replace ASC Sporting Codes and Rules !



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Short Term Project / Guidelines for FAI Competitions

Target-Population

- Potential hosts of future FAI First Category Events
- FAI Event Organisers
- FAI Members, Air Sport Commissions and their representatives
- FAI Staff

Principles

- Compile, summarize, explain
- Publish (web), protect, update
- Developed by FAI Sports Manager
- In consultation with and with the support of Air Sport Commissions
- First chapters published at the beginning of 2011

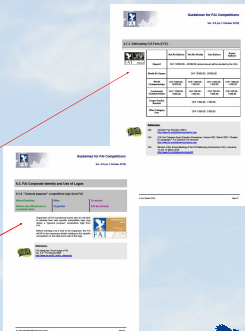
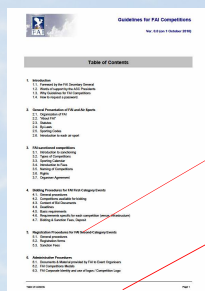
Samples ...



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Short Term Project / Guidelines for FAI Competitions



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