

INTERNATIONAL SKATING UNION – FOUR YEAR PLAN 2022/23 – 2025/26

Project/Function/Area of activity:

ISU Event Management & Marketing

Committee/Commission:

**Council / Sports Directors
Director General/Secretariat**

Statement of specific results & benefits to be obtained:

- Ensure fair allotments of ISU Events respecting a fair rotation among geographical areas and ensure proper organization and conduct of all ISU Events.
- Maintain appropriate and balanced competition formats of ISU Events from the sports as well as marketing/media point of view.
- Ensure best possible participation of Skaters from all ISU Members.
- Maintain a balanced Standardized Event Calendar.
- Maximize financial incomes resulting from TV rights and sponsorship without compromising fair sporting rules.
- Maintain fair and efficient participation criteria for Skaters and Officials.
- Ensure timely and accurate judging, timing, ranking and reporting services at ISU Events.
- Ensure appropriate assistance to ISU Event organizers.
- Ensure appropriate control by ISU Officials/Office Holders, Event Managers and the ISU Secretariat of ISU Events.

Recommended activities to obtain benefits:

2022/23 2023/24 2024/25 2025/26

1. Allotments by the ISU Council of ISU Events to ISU Members able to properly organize and conduct the respective Events and respecting fair geographical rotation criteria.	X	X	X	X
2. Establishment, maintenance and publication by Event Managers and the ISU Secretariat in cooperation with assigned Office Holders of Guidelines (Memorandums) for holding of the different ISU Events (including ISU Series such as the Grand Prix and Junior Grand Prix of Figure Skating and the Speed Skating and Short Track Speed Skating World Cups).	X	X	X	X
3. Periodic review and assessment by the ISU Council and Directors, in consultation with the respective Technical Committees and other appointed groups, if necessary, of the ISU Event formats and implementation of appropriate changes and/or preparation of corresponding proposals for changes to the Congress,	X	X	X	X
4. Periodic review by the ISU Council, Sports Directors, and Event Managers of the Standardized Calendar.	X	X	X	X
5. Continued monitoring by the President and ISU Secretariat of the marketing for ISU Events to maximize TV rights and sponsorship incomes without compromising fair sporting values.	X	X	X	X
6. Periodic review by the ISU Council and Director General of the financial support given to the organizing ISU Members of ISU Events as well as the Prize Money to be made available. Periodic updating and harmonization of these ISU contributions.	X	X	X	X

Recommended activities to obtain benefits:

2022/23 2023/24 2024/25 2025/26

<p>7. Maintenance and improvement by the Sports Directors in cooperation with other internal ISU bodies, the ISU Secretariat and if necessary external consultants, of standardized, fair and performing judging/result/rankings systems (including Video Replay System) including timely publication of the results and standings on the ISU website.</p>	X	X	X	X
<p>8. Assignment by the President, in consultation with the Vice Presidents, Sports Directors and Technical Committees, of ISU Officials and Officer Holders to officiate (Referees, Technical Panel members, Starters, Competitors Stewards) and monitor (assist organizers and control) at specific ISU Events (ISU Representatives, Event Managers, Regional Assistant Event Managers and ISU Staff).</p>	X	X	X	X
<p>9. Review by the Sports Directors and/or other designated Office Holders of ISU Event reports/statistics, evaluation and, if required, follow-up as to problems encountered.</p>	X	X	X	X
<p>10. Training of Event Managers, Assistant Event Managers and/or other designated Office Holders of members from ISU Members as Regional Assistant Event Managers (RAEMs) to serve as RAEMs at ISU Figure Skating Events, Speed Skating Events and Short Track Speed Skating Events and/or within local Organizing Committees as liaison to the ISU.</p>	X	X	X	X
<p>11. Appointment by the ISU Council of ad-hoc Working Groups to monitor ISU Series and/or other special projects. Commission members to include individuals with competencies in technical, marketing, organizational and administrative areas and to be available to invest sufficient personal time. The mission of the commissions to be: Working out and proposing to the Council and, after Council decision, implementing under the supervision of the Vice Presidents:</p> <ul style="list-style-type: none"> - the competition format in line with ISU Regulations and in consultation with the respective TC; - the Skater participation criteria in line with ISU Regulations and in consultation with the respective TC; - the Officials appointment criteria in line with ISU Regulations and in consultation with the respective TC; - the financial framework of the Series (allocation of ISU contributions and prize money) within an overall budget decided upon by the ISU Council; - the allotment of individual events and Final (if applicable) including competition calendar; - the implementation and servicing of agreed sponsorship and/or TV agreements; - the preparation of General Announcements and Guidelines for the series. 	X		X	
<p>Lausanne, April 2022</p>				