

**SCHEDULE
OSLO HORSE SHOW CDI 3* 2009**



Event (category): CDI3* Oslo Horse Show	Date: 8.-10. October 2009
Place: Telenor Arena, Oslo, Norway	NF: Norway

GENERAL CONDITIONS

This event is organised in accordance with:

- FEI Statutes, 22nd edition, effective 15 April 2007, updated 21 November 2008,
- FEI General Regulations, 23rd edition, effective 1st January 2009,
- FEI Veterinary Regulations, 11th edition, effective 1st January 2009,
- Equine Anti-Doping and Medication Control Rules (EADMCR), effective 1st June 2007, updated 10 April 2008
- FEI Anti-Doping Rules for Human Athletes (ADRHA), 2nd edition, effective 1st January 2009
- The Rules for Dressage Events (23rd edition, effective 1st January 2009), and if applicable the Rules for the World Cup Dressage Events.
- All subsequent corrections and modifications to the above Rules and Regulations as published by the FEI.
- An arbitration procedure is provided for in the FEI Statutes and General Regulations referred to above. In accordance with this procedure, any appeal against a decision rendered by the FEI or its official bodies is to be settled exclusively by the Court of Arbitration for Sport (CAS) in Lausanne, Switzerland.
- It is the responsibility of NFs to ensure their participants are of the correct age, and that athletes and horses are registered with the FEI.

Approved by the FEI

Lausanne, on 1 July 2009

Signature :

Trond Asmy,
Director
FEI Dressage Department
FEI World Cup™ Dressage

GENERAL INFORMATION

DENOMINATION OF EVENT

STATUS: CDI1* CDI2* CDI3* CDI4* CDI5* CDI-W
 CDIO2* CDIO3*
 CDIY CDIOY CDIJ CDIOJ CDIP CDIOP
 CDI-Ch CDIO-Ch Young Horses
 Championship Games Final

DATE (dd/mm/yy): 08/10/09 – 10/10/09

PLACE: Telenor Arena, Oslo

COUNTRY: Norway

1. ORGANISER

Name: Horse Show as

Address: Vækerøveien207
0755 Oslo, Norway

Telephone: +47 21 54 79 80 Email: post@oslohorseshow.com

FAX: +47 21 54 79 88 Website: www.oslohorseshow.com

2. ORGANISING COMMITTEE

Event Director: Mr. Morten Aasen

President of the Event: Mrs. Marianne Ulrichsen

Show Secretary: Ms. Annhild M. Furfjord

Press Officer: Mrs. Ingjerd Skreien Eriksen

3. EVENT DIRECTOR

Name: Mr. Morten Aasen

Address: Vækerøveien 207
0751 OSLO, Norway

Telephone: +47 21 54 79 81 Fax: +47 21 54 79 88

Email: morten@oslohorseshow.com

4. COMPLETE POSTAL ADDRESS OF THE SHOWGROUND

Street: Widerøeveien 1

Postal Code: 1360

City: Fornebu

Tel. Show office: +47 90 85 22 48 (Mr. Morten Aasen)

GPS: 59 54' 10.55" N
10 37' 27.60" E

OFFICIALS

GROUND JURY :

President : Mr. Kjell Myhre, NOR
Member : Torunn Knævelsrud, NOR
Member : Hedevig Hauglin, NOR
Member : Peter Holler, GER
Member : Jo Graham, GBR

FOREIGN JUDGE :

Name : Dr. Jean-Michel Roudier, FRA
Email: jmroudier2@wanadoo.fr

CHIEF STEWARD :

Name : Mr. Geir Madland, NOR
Email: geir.madland@gmail.com

FEI VETERINARY DELEGATE :

Name : Mrs. Guri Haar, NOR
Email:

SPECIFIC TECHNICAL CONDITIONS

1. VENUE :

The event will take place: indoors outdoors

2. COMPETITION ARENA :

Total dimensions : 35x80m
Type of Sand Footing: Martin Collins Eco track
(Competition arena dressage - dimensions: 20 x 60 m)

3. PRACTICE ARENA :

Arena - dimensions: 22 x 56 m
Type of Sand Footing: Martin Collins Eco track

4. STABLES :

Size of boxes 3 m x 3 m

5. INVITATIONS

Number of NFs invited : 6
State which NFs are invited : Sweden, Denmark, Holland, UK, Finland & Germany

Reserve NFs: Belgium & Poland
Number of home athletes: 6
Number of athletes per NF: 2
Number of horses per athlete: 1

Athletes are invited by the Organising Committee through their NF.
One groom per rider.

6. ENTRIES

N.B. All Athletes & Horses participating in any International competition must be registered with the FEI.

Entries in Principle: 1st of September 2009
Nominated Entries:
Definite Entries: 25th of September 2009
Last date for substitutions: 1st of October 2009
Entry fee per horse: NOK 4000
Starting fee per horse (if any):
MCP Fee:
Entries have to be sent to: post@oslohorseshow.com

IMPORTANT - Entry forms must include the following information on horses/ponies and athletes:

Horses:

- name of horse
- breed
- stud-book initials
- name(s) of owner(s)
- colour
- date of birth
- country of birth
- passport number/FEI horse registration number
- sex

Athletes:

- name of athlete
- nationality of athlete
- FEI rider registration number

NB: Withdrawals after the date of definite entries or no-shows will be held liable to reimburse the OC for the actual financial loss incurred by the OC (i.e. stabling and hotel expenses) as a result of the late withdrawal or no-show.

FACILITIES OFFERED

A) ATHLETES

Hotel: Radisson SAS Park Hotel
Fornebuparken,
PO Box 185,
1325 Lysaker,
ph. +47 67 82 30 00, fax +47 82 30 01

Accommodated (bed and breakfast) from 7th to 9th at OC athlete X
expense.

Meals: at the expense of OC X athlete from 8th to 10th
at Telenor Arena.

B) GROOMS

Requests for accommodation must be sent with entries.
Cost of accommodation will be at the cost of OC athlete X from 7th to 10th
of October. Lorries can be parked next to the showground and electricity and
showering facilities will be provided.

Meals: at OC X athlete expense from 8th to 10th at Telenor Arena.

C) HORSES / PONIES

Transport expenses to be paid by the OC athlete X. If by the OC, at
per km.

Stabling arrangements, from 7th (afternoon) to 10th of October. Cost to be paid
by OC athlete X (incl in Entry fee). If by the athlete, at _____
per stable.

D) WELCOME

The time and date of arrival of athletes and horses and their means of
transport must be given to the OC in order to facilitate them on arrival

E) LOCAL TRANSPORTATION - ARRANGEMENTS FROM HOTEL TO SHOWGROUNDS

By car or by walking (5 min)

F) VETERINARY INSPECTION

Date (dd/mm/yy) : Thursday 8th of October

Time : 12h00

G) DRAW FOR THE ORDER OF STARTING (Art. 425, 456)

Date (dd/mm/yy) : Thursday 8th of October

Time : 14h00

Competitions other than Grand Prix, Grand Prix Special and Grand Prix
Freestyle according to Art. 425

• **GRAND PRIX**

- a) Ordinary draw
- b) In reverse order of the World Ranking List (in groups of five)
(obligatory for CDI-W)

• **GRAND PRIX SPECIAL**

- a) CDIO2*-5* and Championships
• draw within groups of five in reverse order of the result of the Grand Prix (group of riders placed 26-30th to start first)
- b) CDI3* / CDI4* / CDI5*
• draw within groups of five in reverse order of the result of the Grand Prix (group of riders placed 11-15th to start first)

• **GRAND PRIX LEVEL FREESTYLE TEST**

- a) CDIO2*-5* and Championships
• draw within groups of five in reverse order of the results of the Grand Prix Special (group of riders placed 11-15th to start first)
- b) CDI3* / CDI4* / CDI5* and CDI-W
• draw within groups of five in reverse order of the result of the Grand Prix (group of riders placed 11-15th to start first)

H) ADVERTISING AND PUBLICITY ON COMPETITORS AND HORSES

The athletes **are** authorised to carry the logo of their personal sponsor on the saddlecloth in accordance with Art. 136.1-2. The Chief Steward will check that the advertising and publicity on athletes and horses complies with Article 136 of the General Regulations.

I) SCORING - AVERAGE SCORE and OPEN SCORING

X Yes, Average Percentage Score No

VETERINARY MATTERS

1. SHOW VETERINARIAN:

Name: Mr. Per Martens permarte@online.no
Address: Ekra Gård
1920 Sørumsand, Norway

2. CUSTOMS FORMALITIES

The Norwegian Customs authority has changed the Temporary Import and Export rules in 2009. Please note that Norway is NOT a member of the European Union so special rules will apply. All horses entering Norway on a temporary basis will need to travel on an ATA carnet or Temporary Import and export papers issued by the organiser/ The Norwegian Equestrian Federation to be allowed entry Norway. Please note that issuing of temporary papers takes about one week and will be sent you electronically. So by substitution of horses after Definite Entry, please note the last date of substitution.

Address: Please contact the Norwegian Equestrian Federation
Att: Esther Hoff
Telephone: +47 21 02 96 58 Fax: +47 21 02 96 51
Email: esther@rytter.no

3. HEALTH REQUIREMENTS FOR THE ENTRY OF HORSES

HORSES FROM EU COUNTRIES

All horses from EU countries must travel on a health certificate issued by an official veterinarian from the domicile country. The health certificates must be according to health certificates issued by the Norwegian Animal Health Authorities. (Directive 90/426)

HORSES FROM OTHER COUNTRIES

As rules for import and export of horses from a third country into EU countries for the time being are changing rapidly and administered differently from nation to nation, riders from countries outside the EU are kindly advised to seek information about these rules before leaving their home-stables in order to avoid waiting time at the border.

The request of health documents has to be made on arrival in the secretary's office.

4. MEDICATION CONTROL LABORATORY

HFL Sport Science

Quotient Bioresearch Limited
Newmarket Road
Fordham
Cambridgeshire
CB7 5WW
United Kingdom
www.hfl.co.uk

Tel +44 (0) 1638 724 220

Fax +44 (0) 1638 724 221

5. NAME OF DOCTOR / MEDICAL SERVICE

Name: Mr. Trond Jørgensen
Phone: +47 47 85 45 86

6. NAME OF FARRIER

Name: Mrs. Kristin Holm

MISCELLANEOUS

A) GENERAL CLASSIFICATION AT THE END OF THE COMPETITIONS

Leading athlete award –	n/a
Best foreign athlete -	n/a
Best home athlete –	n/a
Team awards –	n/a

B) PRIZE - CLASSIFICATION (Art. 128, 129, 130)

Details of system to determine the leading athlete etc. Any other details pertaining to prize distribution.

C) PRIZE GIVING CEREMONY

Class 1 and 2; 5 athletes, Class 3; 6 athletes

D) DEDUCTIONS FROM PRIZE MONEY

According to Norwegian Law; 15% tax will be deducted from the prize money.

E) INSURANCES

All owners and athletes are personally responsible for damages to third parties caused by themselves, their employees, their agents or their horses. They are therefore strongly advised to take out third-party insurance providing full coverage for participation in equestrian events at home and abroad, and to keep the policy up to date.

F) ENTRY RIGHT TO SHOWGROUNDS (Art. 133, 1005)

The athlete, one groom per rider, two owners per horse (as named in the passport) and one driver; all to be named with Definite Entry.

THE FEI CODE OF CONDUCT

FOR THE WELFARE OF THE HORSE

The Fédération Equestre Internationale (FEI) expects all those involved in international equestrian sport to adhere to the FEI's Code of Conduct and to acknowledge and accept that at all times the welfare of the horse must be paramount and must never be subordinated to competitive or commercial influences.

1. At all stages during the preparation and training of competition horses, welfare must take precedence over all other demands. This includes good horse management, training methods, farriery and tack, and transportation.
2. Horses and athletes must be fit, competent and in good health before they are allowed to compete. This encompasses medication use, surgical procedures that threaten welfare or safety, pregnancy in mares and the misuse of aids.
3. Events must not prejudice horse welfare. This involves paying careful attention to the competition areas, ground surfaces, weather conditions, stabling, site safety and fitness of the horse for onward travel after the event.
4. Every effort must be made to ensure that horses receive proper attention after they have competed and that they are treated humanely when their competition careers are over. This covers proper veterinary care, competition injuries, euthanasia and retirement.
5. **The FEI urges all involved with the sport to attain the highest levels of education in their areas of expertise.**

A full copy of this Code can be obtained from the Fédération Equestre Internationale, Avenue Mon-Repos 24, CH-1005 Lausanne, Switzerland. Telephone: +41 21 310 47 47. The Code is available in English & French. The Code is also available on the FEI's website: www.fei.org.

COMPETITIONS

Preliminary Time-Table:

1 st day	Thursday 08/10/09 18h00	Comp. D1 FEI INTERMEDIATE II 2009
2 nd day	Friday 09/10/09 20h15	Comp. D2 FEI Grand Prix 2009
3 rd day	Saturday 10/10/09 12h15	Comp. D3 FEI Grand Prix Freestyle 2009

TOTAL AMOUNT OF PRIZE MONEY :
+ value prize in kind (if applicable)

NOK 55 000

	Name of Class	Amount
Competition No 1	FEI Intermediate II	NOK 10 000
Competition No 2	FEI Grand Prix	NOK 15 000
Competition No 3	FEI Grand Prix Freestyle	NOK 30 000

FIRST DAY: Thursday **DATE (dd/mm/yy) : 08/10/09**

COMPETITION No 1

18h00

International dressage D1; FEI Intermediate II 2009

Indicate test to be ridden and edition : FEI Intermediaire II, ed. 2009
Number of horses per athlete : 1
Starting order: Ordinary draw
Total prize money + split-up : Total NOK 10 000
(3 300, 2 500, 2 000, 1 500, 700)
Entry fee :

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SECOND DAY : Friday **DATE (dd/mm/yy) : 09/10/09**

COMPETITION No 2

20h15

International Dressage D2; FEI Grand Prix

Indicate test to be ridden and edition : FEI Grand Prix ed. 2009
Number of horses per athlete : 1
Starting order : Ordinary draw
Total prize money + split-up : Total NOK 15 000
(5 000, 3 500, 3 000, 2 000, 1 500)
Entry fee :

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THIRD DAY: Saturday **DATE (dd/mm/yy) : 10/10/09**

COMPETITION No 3

12h15

International Dressage D3; FEI Grand Prix Freestyle

Indicate test to be ridden and edition : FEI Grand Prix Freestyle ed. 2009
Number of horses per athlete : 1
Starting order : Draw within groups of three in reverse order of the result of the Grand Prix (D2), only 6 riders altogether.
Total prize money + split-up : Total NOK 30 000
(10 000, 6 000, 5 000, 4 000, 3 000, 2 000)
Entry fee :

APPENDIX TO SCHEDULE
MUST BE DISTRIBUTED TO ALL OFFICIALS,
FOR OTHER AVAILABLE ON REQUEST

VETERINARY MATTERS

1. VETERINARY ASPECTS "A"

VETERINARY REGULATIONS, 11th Edition, 1st January 2009

(see website www.fei.org)

VETERINARY EXAMINATIONS, HORSE INSPECTIONS & PASSPORT CONTROLS

These will be carried out in accordance with the "Veterinary Regulations", Art. 1011 & the discipline rules.

"General Regulations", 23rd Edition, effective 1st January 2009 will apply:

Art. 139.1

Every horse entered for any competition at CNs or CIMs (see Appendix D) in a foreign country (see GRs 141.2), and all horses entered for other CIs, CIOs, Championships, Regional and Olympic Games, whether at home or in foreign countries (see GRs 141.2), must have an official, valid FEI Passport, or a National Passport approved by the FEI and accompanied by an FEI Recognition Card and, when applicable, an FEI registration number, as a means of identification and to establish ownership.

Art. 139.2

Horses taking part in CNs and CIMs (see Appendix D) in their country of residence are not required to have such a passport as is mentioned in paragraph 1. All such horses must be properly registered and identifiable and, unless there is no national requirement for equine influenza vaccination in the host country and in the country of origin all horses must have a valid vaccination certificate.

EQUINE INFLUENZA VACCINATION, VET. REGS. ANNEX VII (except events taking place in NZL & AUS)

All horses and ponies for which an FEI Passport, or a National Passport approved by the FEI has been issued, must have the vaccination section endorsed by a veterinarian, stating that it has received two injections for primary vaccination against equine influenza, given between 1 and 3 months apart. In addition, a booster injection must be recorded as having been given within each succeeding 6 months, subsequent to the second injection of the primary vaccination. None of these injections must have been given within the preceding 7 days including the day of the competition or of entry into the competition stables.

The above are the minimum requirements for influenza vaccination. Both primary and first and subsequent booster injections should be given according to the manufacturer's instructions which will fall within the stipulation of the FEI ruling.

SAMPLING FOR PROHIBITED SUBSTANCES (Vet. Regs. Chapter V & VI and Annex IV)

Regular sampling is carried out in CCI3*/4*, CSIs (3*, 4*, 5*), CIOs, World Cup Qualifiers and Finals, Championships and Games, whereas at other CIs sampling is recommended. When testing takes place, the number of horses tested is at the discretion of the Testing Veterinarian/Veterinary Delegate; however, a minimum of three is recommended (Vet. Regs. Art. 1016)

Special guidelines are applicable for events covered by the FEI Medication Control Programme (Groups I & II only).

MEDICATION CONTROL PROGRAMME (GROUP I & II ONLY)

The Organising Committees of FEI events within Groups I & II are advised to charge competitors the equivalent of CHF 12.50 per horse per event as a contribution towards the costs of the MCP programme.

2. VETERINARY ASPECTS "B"

A) HEALTH REQUIREMENTS FOR THE ENTRY OF HORSES

Details on compulsory health tests and, where applicable, quarantine period and protocol, etc. PLEASE APPEND SPECIMEN IMPORT LICENCES WHICH WILL BE APPLIED TO HORSES ATTENDING THIS EVENT. In case of doubt or problems, please contact the FEI Veterinary Department as soon as possible.

B) CUSTOMS FORMALITIES

NFs holding an international event in their country should inform their National Veterinary Authority and their Customs Authority at least four weeks beforehand. They should request every facility to assist the movement of horses accompanied by FEI Passports, and the necessary veterinary certification at frontier crossing points into and out of their countries. (Vet. Regs. Art. 1004.2)

C) MCP CENTRAL LABORATORY - APPLICABLE ONLY TO GROUPS I & II

Under the Medication Control Programme (MCP) in Groups I and II, all samples collected in accordance with Vet. Regs Art. 1016 will be analysed by the **HFL Sport Science**, Quotient Bioresearch Limited, Newmarket Road, Fordham, Cambridgeshire, CB7 5WW, United Kingdom, www.hfl.co.uk, Tel +44 (0) 1638 724 220 Fax +44 (0) 1638 724 221.

For events other than those listed in Vet. Regs Art. 1016 or for events other than in Groups I and II, samples may be analysed at an alternative FEI listed laboratory (Vet Regs Art. 1021).

MISCELLANEOUS

1. OBJECTIONS/COMPLAINTS

All complaints and objections to be valid must be made in writing and accompanied by a deposit of CHF 150.- or equivalent.

2. EVENT'S ORGANISATION

In exceptional circumstances, together with the approval of Chefs d'Equipe and Ground Jury the OC reserves the right to modify the schedule in order to clarify any matter or matters arising from an omission or due to unforeseen circumstances. Any such changes must be notified to all competitors and officials as soon as possible and they must be reported to the FEI Secretary General by the Foreign Judge.

3. START LISTS & RESULT SHEETS

The name of the owner of each horse/pony will be added to all start lists and result sheets, as well as its stud book initials, country of birth, sex and age.

4. DISPUTES

In the event of any discussion concerning the interpretation of the schedule (in translated languages), the English version will be decisive.

5. RESULTS

Results including the amount of prize money awarded (if any) and the value of the prizes in kind must be sent to the FEI **within one week following the event** using the standard excel results form. The horses' passport, name and nationality of the horses owner must also be included with the results.

**FOR THE *INFORMATION* OF ORGANISING COMMITTEES
AND OFFICIALS**



**THE INTERNATIONAL DRESSAGE RIDER CLUB (IDRC)
THE INTERNATIONAL DRESSAGE TRAINER CLUB (IDTC)
FEDERATION EQUESTRE INTERNATIONALE (FEI)**

**REMINDER FOR ATHLETES AND TRAINERS
REGARDING WARMING-UP AND TRAINING AREAS**

In recent years the warming-up areas have become more accessible to spectators, judges, press and media who enjoy watching skilful and sensitive riding and training methods.

Every athlete and trainer must accept his responsibility to uphold the high level of horse welfare our sport has achieved.

All warming-up and training areas are supervised by officially appointed FEI stewards. Their job is to ensure that FEI regulations are enforced and athletes and trainers maintain standards of riding and warming-up in accordance with art. 143 and 144 of the FEI General Regulations.

Should any spectator, athlete, trainer or judge be concerned about, or feel they are witnessing rough or unfair riding or training, without delay they should immediately report the incident to the FEI Steward. The FEI Steward will then decide on the appropriate course of action including reporting the incident to the Chief Steward who will report to the President of the Ground Jury.

More detailed information regarding disciplinary procedures can be found in the FEI General Regulations, art. 174.

FOR THE *INFORMATION* OF ORGANISING COMMITTEES
STABLE SECURITY/STEWARDSHIP AT INTERNATIONAL EVENTS
MINIMUM REQUIREMENTS TO ENSURE IMPLEMENTATION OF
VRs Art. 1005.2.5, Annex X

1. ACCESS TO STABLE AREA

The stables must be completely enclosed within a suitably restrictive perimeter (stable area) which will act both as a deterrent to the admission of unauthorised persons and to the exit of horses. The area must be sufficiently large to allow horses to be evacuated from the stables in an emergency but still remain within the confines of the perimeter.

Whenever possible the stable area must include only stables; lorries, caravans, etc., should not be permitted within the area unless specifically needed as accommodation for horses and/or grooms.

Access to stables must be limited to those persons indicated in VRs Art. 1005.2.5. It is essential that the official issuing authorised access be a responsible person of seniority within the Organising Committee.

2. CONTROL OF ACCESS

A control system must operate at all entrance gates so that there is an efficient and reliable method of identifying those who enter and leave the stable area at any time.

Extra vigilance must be used in establishing the identity of persons and reasons for entering the stables during the night.

3. STEWARDSHIP OF STABLE AREA

At least one stable steward, directly responsible to the Chief Steward, must be present or readily available in the vicinity of the stable area 24 hours a day during the entire duration of the event. He may be assisted by deputies as required. The steward/deputies must regularly patrol the stable area, without establishing any predetermined pattern, to discourage any form of illegal practices or abuses to horses. Any misdemeanours must be reported immediately to the stable steward who must, in turn, report to the Chief Steward.

The duty of the stewards is therefore to safeguard the welfare of the horses and to prevent any form of illegal practices.

4. GROOMS

It is appreciated that grooms wish to remain with their horses during the night. Only grooms duly registered with the OC are permitted to do so.

The Person Responsible must ensure that his/her grooms, or any other

authorised persons with access to his/her horses, are familiar with the security and stewarding procedures operating at the event attended.

5. MOVEMENT THROUGHOUT EVENT GROUNDS

Movement of horses between the stables, practice, grazing and main arena must be strictly controlled. The optimum layout for Jumping and Dressage disciplines is attached. It is appreciated that flexibility will be required depending on the requirements of other disciplines.

6. STEWARDING OF PRACTICE ARENA

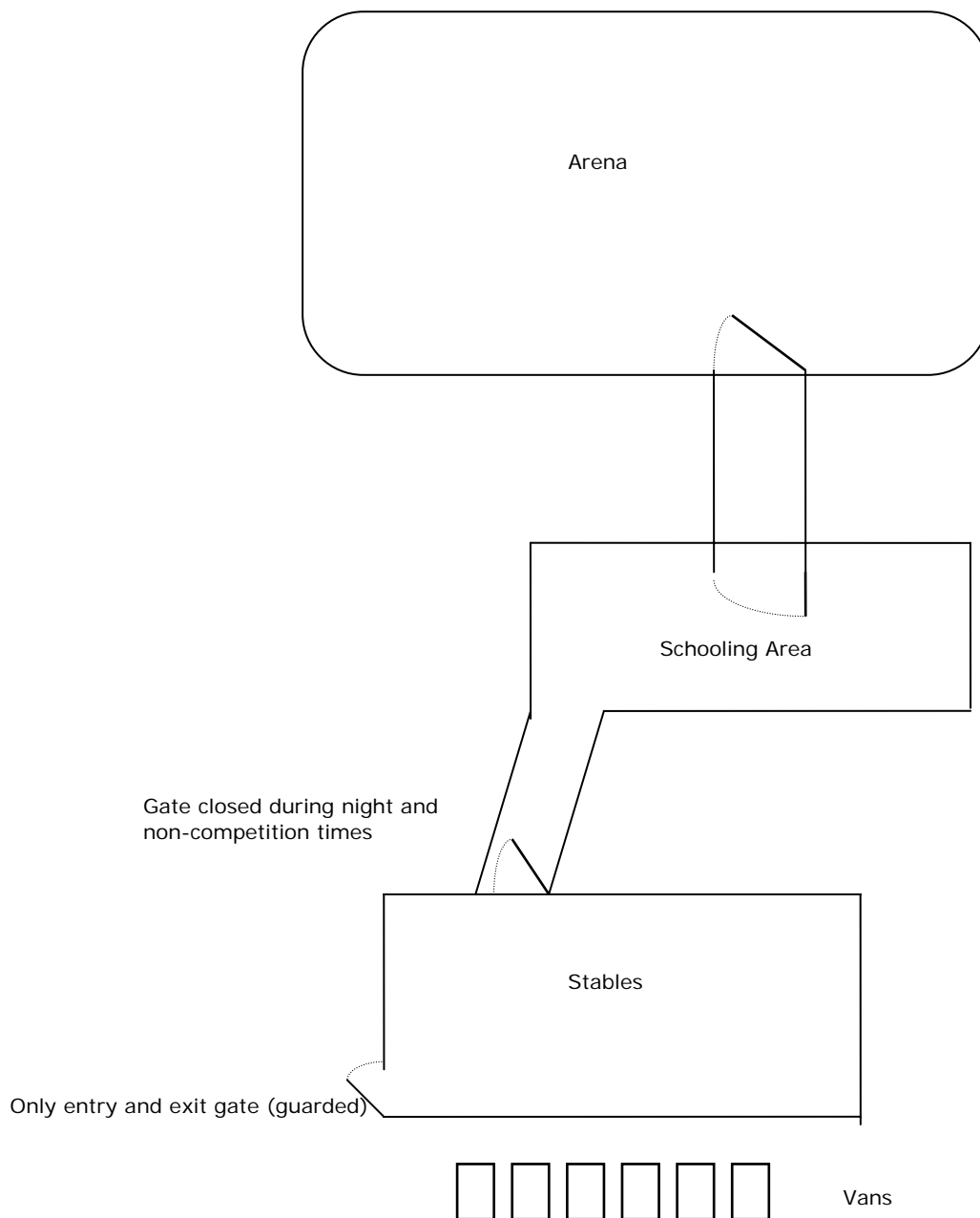
The Chief Steward must ensure that all practice arenas are adequately stewarded all the time that they are officially open. He must also ensure that these arenas are subject to random control when they are officially closed.

7. GRAZING AREA

It is recommended that a grazing area be provided at all outdoor events, and that this be subject to random control. If available, horses must only be grazed or walked in hand within this area.

The Foreign Judge/TD at events will be specifically asked to check that the relevant requirements are met as reasonably as can be expected, depending on the discipline, and to indicate clearly any shortfalls, following which consideration may be given to altering the category of the event in future.

**STABLE SECURITY / STEWARDING AT INTERNATIONAL EVENTS
EXAMPLE LAYOUT FOR STABLES AND SHOWGROUND**



FOR INFORMATION PURPOSES

Effective as of 15 January 2007



For the information of NF's and Organising Committees of CDI's

**SANCTIONS AGAINST CDI ORGANISING COMMITTEES
BREAKING FEI RULES**

Arena advertising (Article 429):

Advertising on arena fence exceeding stipulated maximum 44 meters.

1. Warning letter and financial fine of CHF 5.000 per meter in excess.
2. If second violation occurs, the event will not be granted CDI status at the next application to FEI calendar.

Foreign Judge (Article 437):

Use of only 2 Foreign Judges at CDI3*/CDIOs without receiving exemption from FEI.

1. Warning letter.
2. If second violation the event will not be granted CDI status at next application to FEI calendar.

FOR INFORMATION

MEDIA AND PRESS

How the FEI can assist you in the lead up to your event

In order to ensure that your event features prominently in all press and media related issues, the FEI Communications Dept would like to take this opportunity to reiterate its commitment and dedication to providing you, the Organiser, with a variety of press and media related services so as to ensure optimal coverage and conditions in the lead up and throughout your event.

Increasing the visibility of our sport is a challenging goal. In order to assist you, we would like to begin by providing you with the following:

- IAEJ Guidelines and Checklist for Media Operations at Equestrian Events (here the simplified version is included). We may send you the detailed version upon request – It is important to provide good working conditions for the media as they are our voice to the outside.
- Accessible on the FEI website: Rider’s Biographies; FEI Rule Books; Results and past results.
- Photo Galleries on the FEI Website to publish photos of your event.
- Upon request: Fact sheets of the relative discipline; contact details of members and stakeholders

In order to support you as efficiently as we can in promoting your event, we kindly ask you to:

- Include the FEI on your press mailing list (malina.gueorguiev@fei.org and olivia.robinson@fei.org);
- Send us the press kit, press accreditation and hotel reservation forms in order to publish them on the FEI website www.fei.org
- Send us the logo of your event and a short text presenting your show for publication in the FEI Press News;
- Send the complete results to results@fei.org
- Send a selection of photos (high resolution preferably - with captions and credit) to olivia.robinson@fei.org which may be included both in a number of FEI publications and the FEI Website Photo Galleries and Catalogue.

The FEI aims for the consistent global promotion of Championships and Games and looks forward to a fruitful collaboration with the press officers. It’s important that we work together and strengthen our relationship as we are all working for the same goals.

For any further information regarding Media and Press facilities, please do not hesitate to contact Malina Gueorguiev (malina.gueorguiev@fei.org) or Olivia Robinson (olivia.robinson@fei.org).

IAEJ Guidelines and Checklist for Media Operations at Equestrian Events

Press Service

The Press Service should be operating according to the size/significance of the event and not later than six months prior to the event.

Press Officer

The Press Officer has a key role to play in the organisation of an event. He / she has a good knowledge and understanding of horsesport and media operations in general. He /

she is in charge of the press office and has clear recognition within the Organising Committee by being part of the core team.

The main role of the Press Officer and his/her staff is to ensure the smooth running of the press office and related services and provide information, before, during and after the event in a proactive way. An active media information policy, where news is spontaneously and systematically offered, is the best service that can be offered to the media.

Supporting staff: depending on the number of accredited journalists, sufficient additional staff should be available (e.g. to ensure that the necessary copies of results and starting lists are made, the working space is tidy and clean, to accompany journalists to the media stands if needed, etc.)

Accreditation

All members of the media should be clearly identified; therefore a proper accreditation system needs to be put in place.

The accreditation process shall start six months prior to the event and all media shall be accredited before the event starts. This will allow the Press Officer to determine the size of the Press Centre and prepare adequate facilities. The Press Officer needs to pay full attention on the acceptance of accreditation requests and only grant accreditation to professional members of the media.

At any event, regardless the level of importance, press accreditation shall give access to the following areas: press centre; press stand; training areas; catering areas (including non-public catering services, when applicable); mixed zone or Competitors stand

In accordance with FEI Regulations, press accreditations do not give access to the stabling area. Generally press accreditation does not give access to the field of play, with the exception of accredited photographers wearing special identification (bibs, armllets), or when special activities for the media are organised, such as course walks.

Press Conferences

A press conference shall be organised when there is a need for it and important news needs to be communicated to the media. If the news does not require direct interaction between the organisation and the media, there is no need of a press conference. The subject and main points on the agenda of the press conference, as well as the main speakers shall be communicated to the media in advance.

Running order

The Press Officer shall conduct the press conference according to the following basic running order:

- Presentation of the table
- Announcement of results of the competition (top of the leader board), and updated standings if the competition is part of a series
- Short comment on the competition (number of starters, number of spectators, any relevant information).
- Press Officer asks the first open question to the interviewed person ("how do you feel," what is your opinion on," etc.)
- Q&A (Q&A shall be controlled by the Press Officer, who shall invite one media representative at a time.)
- Thank the guests on stage and to the audience, misc. announcement (programme of the next day, etc.)

Facilities

Press Centre

A standard press centre is composed of the following areas:

- **Public areas:** welcome desk; safe/storage area; press working area; photo working area; an information area (pigeon holes/trays with starting lists, results etc.); press conference area;
- **Private areas:** press officer's office; photo manager's office; webmaster's office; editorial staff working space;

Work stations

The working space shall be minimum 1 metre per person, one electrical plug per position. Photographers need a working space, preferably in a dedicated area.

Telecommunication system

In case a payphone system is installed detailed invoices shall be made available. Phone calls can either be free of charge or charged to the user, but rates shall not be overtaxed and communicated in advance to the accredited media. Free of charge wireless capability is preferred.

Press Conference Room

According to the importance of the event and the press attendance, the press conference shall be held either as a formal conference with a moderator, or as an informal briefing between the interviews and the press.

A press conference room is most of the time arranged in theatre style, with a podium for the speakers. The number of seats shall be relative to the number of accredited press (approx. 1 seat every 5 accredited press).

Podium: essential: tables, chairs, water / preferable: tablecloth, name plates, backdrop, decoration.

Audio: speakers, microphones, audio outputs for TV and radio

TV: platform at least 30 cm high, 1 metre wide, positioned opposite the stage at the end of the room

Press Stand

The press needs adequate space to watch and follow the competitions and take notes for their reports.

The press tribune shall be clearly identified and only accessible to accredited media and authorised personnel. A member of the press staff should be assigned to service this area.

Essential: reserved tribune; good view on the field of play; separate area from the public, not far from the mixed zone; entrance control, security. Preferable: tabled seats; electrical outlets; telephone/modem connection; monitors.

Press Parking

Parking should include a reserved area for the accredited press located at a reasonable distance from the showground and press centre.

PRESS INFORMATION

A constant flow of information regarding the event should be provided to the press before and during the event. According to the press mailing list, press releases and/or newsletters should be circulated via e-mail and the official website of the event. A press kit containing useful information such as programme of the show, entries, nationalities represented, prize money by class, history of the show, interview / presentation of key officials such as show president, show director, course designer, famous riders, side events such as charity actions, list of sponsors should be sent two months before the event. During the event, information should be provided through the distribution of: press releases, newsletters, flash quotes, press conferences. All information produced on site shall be made available to the non-attending media via fax, e-mail and the website.

Information should include:

Before the event: press kit; accreditation system; travel and accommodation details, car pass; timetable and general information about the event; list of participating nations/competitors; key contacts

During the event: biographies of the competitors; past winners of the event; venue: fact and figures; detailed schedule of the event, including press conferences and other activities for the press (guided course walks, stable visits, tours, forums, parties, etc.); sport description (for non-specialised media); starting lists; course plans; results; press releases.

Please note updated biographies of international competitors are available on the FEI website www.fei.org.

PHOTOGRAPHERS

Photographers are key members of the media. Due to the nature of their activity, there are specific requirements which should be met to allow them to work effectively.

General requirements

- Accredited photographers have priority in the allocation of lockers for storage of their equipment, as well as for parking spaces.
- A separate working area for photographers should be set up in the Press Centre
- It is important that a Photo Manager is appointed to liaise with photographers and ensure that all requirements are met.
- There shall be a dress code for photographers if the event is televised

Identification

All accredited photographers must be provided with a special identification (armlet, bib). This identification is clearly different from other badges and must be communicated to security personnel and technical officials. Bibs are to be numbered and recipients registered. A cash deposit might be asked to ensure return of the bib at the end of the event.

Photo positions

Positioning of the photographers during all phases of the event should be planned in advance by the Press Officer and the Photo Manager, and agreed with the technical officials. Position of TV cameras need to be taken into account while planning photographers' positions. TV has priority. Photo positions must be planned at a very early stage so that tickets are not sold to seats just behind the area. Photo positions might be either a defined area next to the competition arena, or a smaller clearly marked and roped-off zone with controlled access in the field of play. In the event of a lack of space either around the arena or inside, photographers should be allowed to shoot from the press stand.

Jumping: photo positions shall be organised inside the ring. Photographers should not leave the ring during the competition; they can however change position in between competitors. If there are too many accredited photographers, a rotation system will have to be arranged. The pockets should be placed so that riders can be photographed from the left and from the right. In addition, the photographers should have access to the arena at least at two of the four sides.

Lighting

It should be noted that photographers need more light in an indoor arena than what is required by TV (1000 lux). Photographers need 1200 lux in order to deliver optimal quality pictures.

CRISIS MANAGEMENT

There are four basic types of crisis that can occur during an equestrian competition. They are:

1. Competition related problem. i.e. major horse/rider/spectator accident
2. Veterinary / judicial related problem. i.e. abuse
3. Discipline related problem i.e. competition rules or conditions
4. General organisational problem. i.e. transport, access, electrical breakdown etc.

The Press Officer should always be involved in the crisis management team. The persons within the Organising Committee who are authorised to comment on the incident/accident shall be clearly identified and a detailed plan of action should be agreed in advance.

A press statement shall be transmitted to the press as soon as the exact circumstances and plan of action have been decided. In the meanwhile, the Press Officer shall be in charge of the initial response or holding statement to the press:

"The organisers are investigating the facts surrounding the incident. As soon as these are available, a full statement will be issued and a press conference held."

Replies, either written or verbal, should be brief, calm, objective, clear and factual.

The complete document of the FEI Crisis Management Plan is available from the FEI.