

Vlaamse Judofederatie
www.vjf.be

Belgium Rio House & Belgian Judo Federation

25/10/2018
Prague - EOC



Proud member
of

**TEAM
BELGIUM**



Introduction

- Flemish Judo Federation
- Royal Belgian Judo Federation
- **Belgium Rio House 2016**
- *Judo – more than sport!*

精力善用
自他共榮



Bart Geelen



Conditions

- Central public location
- Integrated sports village



RIO HOUSE



Cooperation NOC – SF

- Strengths
 - Budget, possibilities & relations NOC
 - Sports knowledge & community SF
 - Experience & logistics event agency
 - Logistics & location in the City
- Alternative partners
 - Sports marketing agency
 - Media / private company
 - Gouvernement / City





Cooperation NOC – SF

- Obstacles
 - Budget SF / NOC / Event Agency / City
 - Man power SF / NOC
 - Location (indoor / outdoor, public / commercial, public centre / sports venue)
- Opportunities
 - Location
 - Incentives
 - Athletes
 - Live link Olympics
 - Media



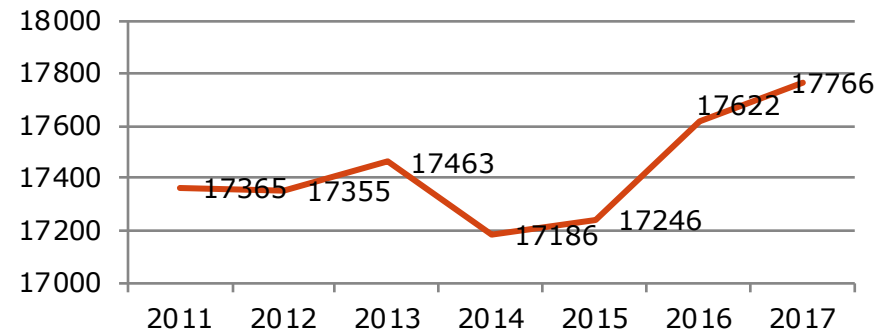
Cooperation NOC – SF

- Benefits
 - Short term
 - Enhanced involvement with Olympic athletes
 - Creating affinity with the sport and idols
 - Commitment towards sponsors
 - Olympic effect ??



SECOND MEDAL : BRONZE
DIRK VAN TICHELT

Evolution members VJF





Results

- Benefits
 - Long term
 - Experience for other promo action
 - World Judo Awards (aug 2016)
 - Olympic athletes Antwerp Central Station (oct 2018)
 - Tokyo House (2020)
 - Open mind for opportunities
 - Improved positive affinity with the sport and idols





8 good tips

- Central public location (NOC & Event Agency)
- Engage role models (SF & NOC)
- Target your sports (NOC)
- Incentives (NOC)
- Evolve to continuous event/concept (SF & NOC)
- Online communication (before and after)
- Valorisation and measurement (SF & NOC)
- Include in strategic and financial long term planning (SF)

Impression

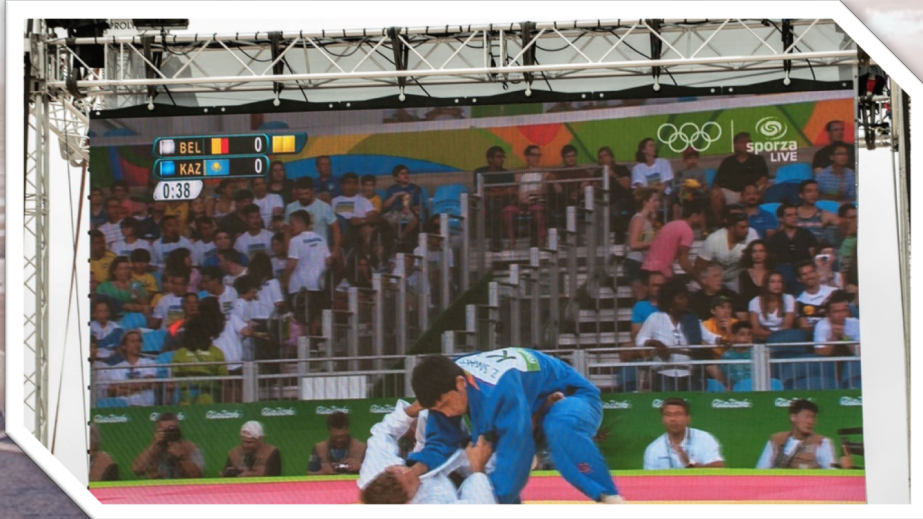


WJA at Rio House

WJA at Rio House



WJA at Rio House













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