



## **RIO HOUSE 2016 OLYMPIC FESTIVAL**

***Do it well, do it with passion ... but don't do it alone!***

# Rio House Ostend, Belgium

5. - 21. 8. 2016



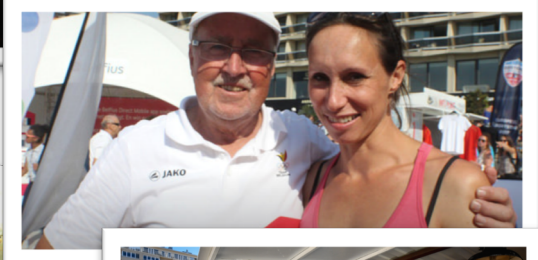
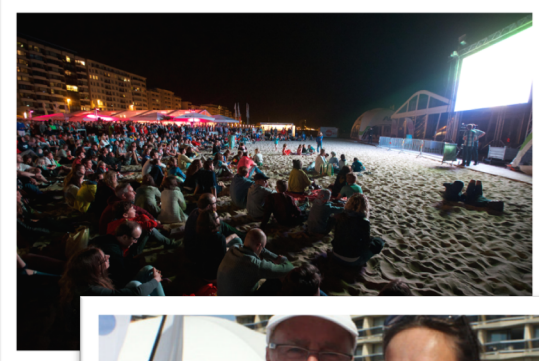
Main Organiser  
Belgian Olympic  
& Interfederal Committee  
(BOIC)

Host city  
City of Ostend  
Co-organiser  
Agency DDMC Event design



*I'm super happy! I met Kim (Gevaert) today, she gave me some running tips, we watched together the semi-finals of the 4x400m relay and afterwards we ate an ice cream on the beach! I love Rio House!*

Alexandra  
9 years, Athletics fan



we krijgen hier het bezoek van een bevriende radio station dat nog wat extra luisteraars hard nodig heeft.



17  
Days



50,000  
Visitors



510  
Volunteers



30  
Sports



90 %  
Would like the Festival to be organised in the future

f t i 860,000 Social media reach



Budget 375,000 €

80% Sponsors/partners  
10% Public subsidies  
5% Own resources  
5% Other

Interesting facts:

600+ VIPs at beach concert  
15,000+ Sports initiations



The production of this material was co-funded by the Erasmus + Programme of the European Union

More on: [handbook.sportparks.com](http://handbook.sportparks.com)

# IN-HOUSE ORGANISATION WAS NOT AN OPTION...



*“Success of Rio House is a priority...  
But **only 1 person can be dedicated** to the project...”*

*“...Let’s brief an agency...”*



- From concept to **project**
- **Organisational** know how
- **Technical** expertise
- **Staffing**
- Network of **suppliers**

Clear definition of roles & responsibilities

# ROLES & RESPONSIBILITIES **BEFORE** THE EVENT



- Concept **briefing**
- **Budget** Owner
- **Internal** stakeholders
- PR, Press & **Communications**
- Involvement of **Sports federations** & **Olympic partners**
- Final content & programme **approval**
- Original **idea**
- **Realistic approach**
  - Detailed budget
  - Local authorities approval
- 17-days **programme**
- **Suppliers** selection & negotiations
- **Staff planning & recruitment**

# ROLES & RESPONSIBILITIES DURING THE EVENT



- Manage last minute changes & issues
- Liaison Brussels & Rio Office
- Press & Communications
  - ½ FTE dedicated to Social media
- PR (Sponsors, Officials, Authorities)
- Daily production & logistics
  - Sports & Cultural Activities
  - AV-Technical permanence
  - Crew & public catering
  - Hospitality
  - Special Events
  - Security
- First line contact with local authorities & suppliers
- Overall staff management

# RIO HOUSE – DAILY STAFF



## Role



## Profile



## Recruiter

Management  
5p

Infrastructure  
& Technical  
~10p

Specific animations  
& Artists  
~10p

Catering  
~20p

Sports federations  
~35p

Professionals

Professionals

Professionals &  
Students

Professionals &  
Students

Volunteers

**In-House:**  
DDMC & BOIC

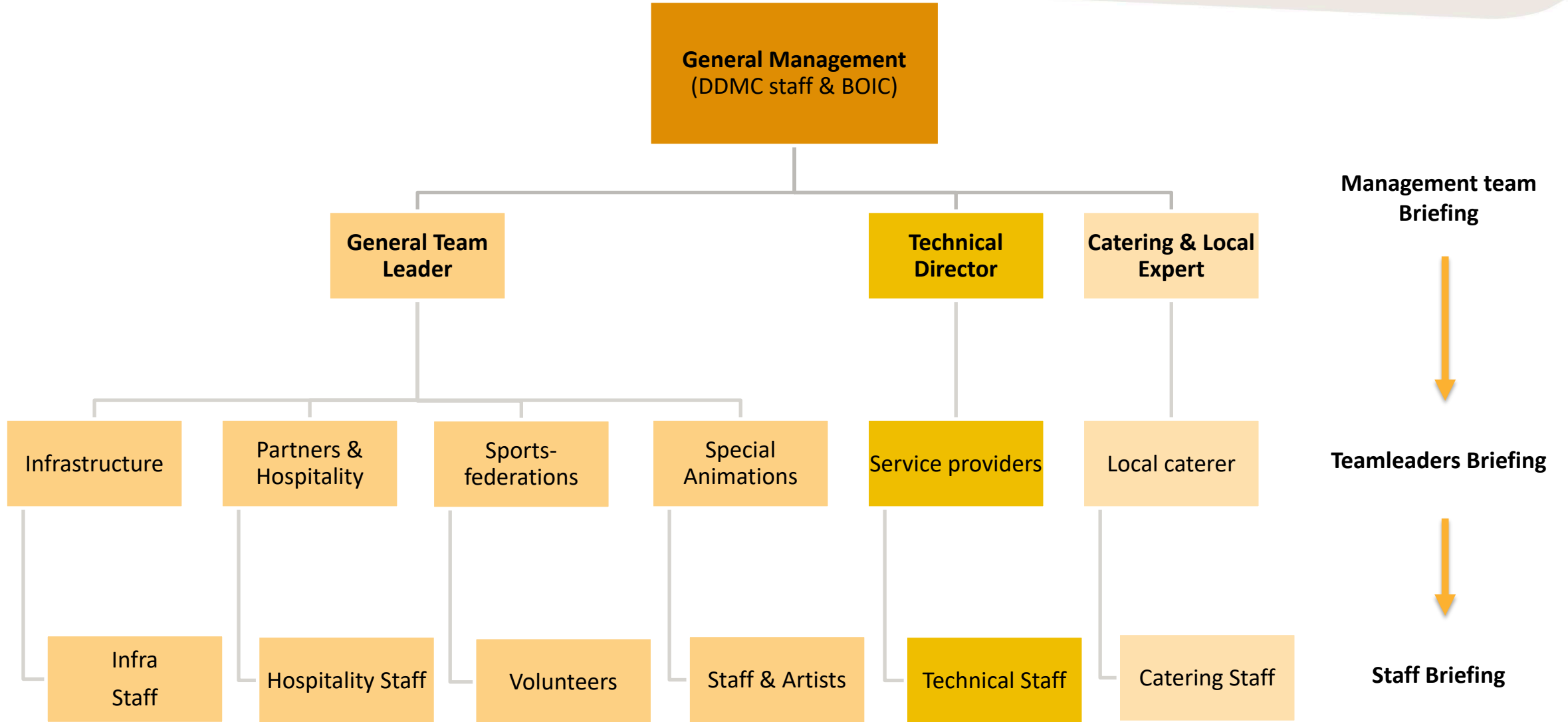
**DDMC**  
→ Business partners

**DDMC or Activating Partner**  
DDMC → Selection of artists

**DDMC**  
→ LOCAL Business partner

**Sports federations**  
→ Mainly local sportclubs

# RIO HOUSE – DAILY BRIEFING





ANY  
QUESTIONS  
?

