

# RUSHMANS BRIEFING

THE LATEST INTERNATIONAL NEWS FROM RUSHMANS  
WWW.RUSHMANS.COM

ISSUE 03 AUTUMN 05



## INTERNATIONAL SPORTS SECURITY SUMMIT FIELDS A-TEAM LINE-UP

Following the decision to relocate from Lausanne to London, the International Sports Security Summit is set to field the strongest and most authoritative line-up of speakers ever assembled to discuss a subject which is increasingly



**Above** Peter Ryan, security consultant to the International Olympic Committee

critical to every sports federation, facility owner, event manager and local authority.

The conference, to be staged at the Queen Elizabeth II Conference Centre on 19th & 20th January 2006, will feature an unparalleled line-up of expert speakers including Peter Ryan, security consultant to the International Olympic Committee and widely acknowledged as one of the world's leading experts in sports event security.

Among the organisations which will be represented at the Summit are the Torino Winter Olympic Games organising committee, FIFA, the Football Association, the International

Olympic Committee, the ICC Cricket World Cup, Police Services from around the globe and the United Nations.

International Sports Security Summit '06 will focus on the continuing security challenges facing event owners, managers, promoters and their partners and associates in local and national government and the intelligence and security services.

Its objective is to provide an intensive knowledge and experiencing sharing opportunity.

Building on the success of the inaugural event in London last year, International Sports Security Summit '06 will be the world's

CONTINUED ON PAGE 2...

### RUSHMANS BRIEFING

has been produced for senior executives in sport and events to provoke and provide a forum for high-level discussion of the many complex issues facing those involved in hosting, planning and managing major events around the world. If you would like to contribute or voice an opinion, contact us at [info@rushmans.com](mailto:info@rushmans.com)

### IN THIS ISSUE

#### P2 RUSHMANS AND INFOSTRADA

A new force in event media management

#### P3 KNOWLEDGE, THE REAL EVENT LEGACY

Developing local skills through major events

#### P4 HARNESSING THE POWER OF VOLUNTEERS

We look at the major growth in volunteerism

#### P4 NEW KEY STAFF

Introducing the new key members at Rushmans

## RUSHMANS

MAJOR EVENT EXPERTISE

RUSHMANS LIMITED  
PO BOX 2391 MARLBOROUGH  
WILTSHIRE SN8 3WJ  
UNITED KINGDOM  
T +44 (0) 1264 852010  
F +44 (0) 1264 852011  
E [INFO@RUSHMANS.COM](mailto:INFO@RUSHMANS.COM)

[WWW.RUSHMANS.COM](http://WWW.RUSHMANS.COM)



..FROM FRONT COVER

leading forum for discussion and information sharing among all those whose roles involve organising, sanctioning, bidding for or policing sports events.

The International Sports Security Summit is presented by Rushmans and partnered by SportBusiness International, the leading magazine serving the global sports sector.

**OVER TWO DAYS, ACKNOWLEDGED EXPERTS FROM SPORTS FEDERATIONS, POLICE AND INTELLIGENCE SERVICES, GOVERNMENT DEPARTMENTS AND THE GLOBAL SECURITY SERVICES SECTORS WILL DRAW ON THEIR FIRST-HAND EXPERIENCE TO PRESENT PAPERS AND LEAD DISCUSSIONS WHICH EXAMINE THE WIDE-RANGING ISSUES AROUND MAJOR EVENT SECURITY.**

Complimenting the conference will be a select exhibition of leading-edge products and services designed to play critical roles in the battle to ensure the security of the millions of athletes, officials and spectators who attend sports events each year.

Details of the Summit programme, speakers, booking and exhibition opportunities can be found at [www.sportsecuritysummit.com](http://www.sportsecuritysummit.com).

# RUSHMANS AND INFOSTRADA

**RUSHMANS HAS JOINED FORCES WITH LEADING SPORTS NEWS AND INFORMATION SERVICE INFOSTRADA SPORTS TO DELIVER AN END-TO-END MEDIA SERVICES OPERATION FOR MAJOR EVENTS.**

The companies will work side-by-side at the 2006 Asian Games in Doha, Qatar and anticipate close co-operation at many other events.

By combining Rushmans long-established expertise in accreditation and media management services with Infostrada's proven and highly valued event news services, the companies offer event managers

**A SINGLE POINT OF ACCESS TO SOPHISTICATED SERVICES FOR AN EVER MORE DEMANDING INTERNATIONAL MEDIA.**

While Rushmans plans and delivers the broadest range of

services required to provide a secure, effective and cost-efficient working environment for the media at events, Infostrada Sports delivers an event news and data service which extends from provision of historic data, records and detailed athlete biogs, to event previews, reports, mixed zone interviews and analysis.

"While both companies remain committed to their respective areas of expertise, we believe that our co-operation brings many benefits of management efficiency, cost and utilisation of resources," said Nigel Rushman. Rushmans has provided accreditation and media management services for the Rugby World Cup ('91, '95,

'99), UEFA Euro 96, ICC Cricket World Cup ('99, '03, '07) and the African Cup of Nations among other major sports events.

Infostrada Sports, which was launched in 1995, has provided news and info services at three Olympic Games, the Commonwealth Games, the All African Games, the Goodwill Games and Rugby World Cup.

"Our co-operation helps reduce the complexity of an event's infrastructure and reduces the burden on organisers. We believe it offers tremendous value," said Philip Henneman, CEO of Infostrada Sports.





# KNOWLEDGE - THE REAL EVENT LEGACY

BY NIGEL RUSHMAN

Staging a major sports event is not simply an opportunity for a city or country to show its best face to the world, earn additional tourist income and bask in the kudos that goes with a smoothly run tournament.

It should also be seen as a major opportunity to develop an events-related skill-base among local people which may well prove critical to building a reputation and winning the right to stage future events.

The skill-base is just as important a part of the major event legacy as the stadiums and other facilities in which organisers invest so heavily. But it is an area which is often neglected against the pressures of making sure that milestones and key objectives are met in the increasingly highly pressurised build-up to an event.

In many cases this can be seen as the curse of the consultant which may seem somewhat strange coming from somebody who has himself acted as a consultant to many sports events around the world.

I firmly believe that while suitably experienced consultants are

essential to ensure that a project succeeds, there is also a danger that consultants will solve problems, achieve the task they are set and move on, leaving nothing tangible behind.

Given the pressures that event organisers face, there is always a temptation for consultants to recommend the outsourcing of many roles within the project management to external organisations or to recruit from those with prior experience.

While this is not simply sensible but essential in the case of many pivotal senior roles,

**THERE IS A STRONG CASE FOR INVOLVING MEMBERS OF THE LOCAL COMMUNITY IN EVERY ROLE WHICH THEY ARE CAPABLE OF FULFILLING**

given sufficient time and investment in training.

Research carried out after the Sydney Olympic Games showed that the vast majority of Australians who had participated in some way, either as volunteers or paid or seconded members of the organisational team, rated it

among the most uplifting experiences of their lives. Such was the power of the event that significant numbers got the bug and now work on events around the world. Indeed, we have even read of Australian events staff being parachuted in to 'save' some events.

The question the events community should be asking itself is whether this should be necessary. If planning is carried out in sufficient detail – and that itself only comes with experience – the time and money required to identify and train local people to work at an event should be underscored and allocated. Equally, it should be a policy of Local Organising Committees only to work with consultants or essential contractors who are committed to making the most of local resources.

At Rushmans we have always believed in recruiting and training local staff to fulfil myriad roles in accreditation, media management and related event services. Over the years we have worked with hundreds, if not thousands of local people in Europe, Africa, USA, the West

Indies and Australia and their talent and commitment has helped ensure the success of vital projects. They are an integral part of our team and I know that they went away with a real and deserved sense of having contributed to global events and having enjoyed experiences which they will never forget. They have enriched the event and the event has, in turn, enriched their lives.

As experience is critical to the success of event organisation it is clear that key roles have to be undertaken by companies or individuals which have a track record. But by neglecting - or

**SIMPLY BEING UNWILLING TO INVEST IN TRAINING THE LOCAL COMMUNITY – ORGANISERS RUN THE RISK OF ELIMINATING ONE OF THE KEY LEGACY BENEFITS.**



## HARNESSING THE POWER OF VOLUNTEERS

BY PETER MCINTOSH

A recent press report stated that between 60,000 and 100,000 volunteers will be recruited in Beijing in a few years to ensure the smooth running of the 2008 Olympic games. This follows a strategy of tapping into a vast community resource by event organisers to use volunteers in assisting with event management.

The concept of volunteerism is not new to major events and volunteers are now indispensable in ensuring the events' success. In England and Wales alone, there are already 26 million people engaged in some kind of informal volunteering, according to the government's 2003 Citizenship Survey. The number of people involved in a wider range of community activity grew by 1.5 million between 2001 and 2003. Data indicates that another 11 million do want to help, but just don't know how.

**THIS GROWTH IN VOLUNTEERISM IS PARTLY ABOUT A GLOBAL ACCEPTANCE THAT GOVERNMENTS CAN'T DO EVERYTHING,**

which has brought a realisation from political heavyweights of the real benefits of volunteering. Nurturing the voluntary sector is

"a win-win situation for both the economy and citizens".

Gordon Brown the UK Chancellor of the Exchequer, himself a genuine volunteering enthusiast, deemed 2005 the Year of the Volunteer in his 2004 budget speech. He wants charities to harness the publicity to bolster their ranks with marginalised groups and young people, as well as draw attention to the crucial work that volunteers do.

With the launch of the Russell Commission in May 2004, Mr Brown demonstrated a serious commitment to drawing young people, in particular, into volunteering. "Already 3 million young people volunteer each year; 41 per cent of young people are involved in formal volunteering and 67 per cent in some sort of informal volunteering. But we can do more," he said this year. He wants to see young and older people fulfil their potential through mentoring, the setting up of a national volunteering framework and also wants business to be more involved. Event organisers would do well to follow this lead.

The impact of effective volunteer programmes on the success of

## RUSHMANS APPOINTS KEY STAFF



**Above** Caroline Pearson, appointed new General Manager

Caroline Pearson, who as PA to Nigel Rushman has been the anchor of Rushman's operation for 4 years, has been appointed general manager as the company embarks on a phase during which it has key roles in major international events including the 2006 Asian Games in Doha and the 2007 Cricket World Cup in the West Indies.

The team at the company's head office has also been strengthened with the appointment as project co-ordinator of Penny Dain, who previously worked for the England and Wales Cricket Board as an event co-ordinator for the ICC Champions Trophy.

"This is an exciting time for Rushmans and I am delighted that Caroline will be taking an even broader role in which she will be pivotal to

all of Rushmans projects as they are planned and executed in countries around the world," said Nigel Rushman.

"We are also delighted to welcome Penny whose time at the ECB gives her experience of major events which will be extremely valuable and adds additional strength to the team," he said.

Rushmans conference and events team has welcomed Steve Houghton as Sales Manager for the International Sports Security Summit and next year's inaugural International Sports Event Management Conference.

Steve has considerable experience in the sports B-2-B arena, having worked for both SportBusiness Group and Sports Services Group where his projects included the annual SportAccord convention.



**Above** Project Co-Ordinator Penny Dain

major sporting Events like the Olympic Games, most notably the 2000 Sydney Olympics which had an outstanding volunteer programme, and the 2003 Cricket World Cup in South Africa is undeniable. With increasing community awareness of the concept of volunteering and a

desire to become more involved, it has become imperative that major events have a strong volunteer programme. Peter McIntosh is currently engaged with the Rushmans team and is managing the ICC CWC 2007 Volunteer Programme in the West Indies.