

- THE ORGANIZATION OF INTERNATIONAL EVENTS

- CREATING A STRONG HALLMARK

- OUR GOAL IS A PERFECT FINAL

- HOW CAN ISSF HELP US?

- ADVERSGAME & VIRTUAL REALITY

1- Good morning everybody,

I'm Ivan Carella, President of Concaverde Shooting Range in Lonato del Garda.

Thanks for the opportunity of being here with You, for the first time in front of this audience that is the beating core of Our International Federation.

I'd like to show how today Concaverde is dealing with some themes I really care about, with the aim of having a confrontation with You and getting Your feedback about, so as to improve what we already do now, with a lot of passion, trying to contribute at our very best to the Shotgun World that we all love.

Well.. All of this starting from THE ORGANIZATION OF INTERNATIONAL EVENTS ;

Continuing with the need of CREATING A STRONG HALLMARK, which is intended to become through the time a real LOVEMARK ;

Coming to highlight the importance of achieving A PERFECT FINAL ;

Trusting in the fundamental help of Our ISSF, mentioning also the new tools we have available to involve and fascinate new Athletes ;

And ending

if we'll have time with an anticipation of adversgames, and virtual reality.

**...SINCE 1991**

ISSF logo

- 14 WORLD CUP
- 3 WORLD CHAMPIONSHIP
- 3 EUROPEAN CHAMPIONSHIP
- 2 WORLD PARATRAP CHAMPIONSHIP
- 1 EUROPEAN PARATRAP CHAMPIONSHIP
- 1 WORLD CUP PARATRAP

2 - SINCE 1991 FITAV & CONCAVERDE have organized all these competitions : ....

**2024**

**24**  **EUROPEAN CHAMPIONSHIP SHOTGUN**  
**LONATO DEL GARDA, ITA**  
**15 MAY - 27 MAY 2024**

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**2024**  **ISSF WORLD CUP SHOTGUN**  
**LONATO DEL GARDA, ITA**  
**10 JUN - 19 JUN 2024**

**ISSF**

- 14 WORLD CUP
- 3 WORLD CHAMPIONSHIP
- 3 EUROPEAN CHAMPIONSHIP
- 2 WORLD PARATRAP CHAMPIONSHIP
- 1 EUROPEAN PARATRAP CHAMPIONSHIP
- 1 WORLD CUP PARATRAP

3 - and IN 2024 thanks to ISSF, ESC and Italian Federation that again trusted and relied on us we will be once again the stage of 2 of the MAJOR INTERNATIONAL COMPETITIONS :  
in May we will host the EUROPEAN CHAMPIONSHIP  
and, in JUNE, the 4TH stage of the ISSF WORLD CUP SHOTGUN

**12 MONTHS BEFORE THE EVENT STARTING DATE**

Defining the PRELIMINARY SCHEDULE with the International Federation

Checking the period for accommodation of Athletes/ Juries/ / Staff


Evaluating any eventual concomitance for preserving the National TV visibility, and defining the plan of eventual live broadcastings or deferred broadcastings in order to determine the definitive calendar and the timetable of the Finals

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**ONCE THE FINAL CALENDAR is decided :**

TIMELY and DIRECT CONTACT WITH MEDIA  
plan promptly the LIVE TV BROADCASTINGS

**INTERNATIONAL EVENT PLANNING**



4 - STARTING FROM approximately ONE YEAR BEFORE THE FORESEEN DATE, the PRELIMINARY SCHEDULE should be defined together with the International Federation, verifying the selected period and checking the availability of the accommodation for Athletes, Juries and Staff. It's very advisable to elaborate the calendar basing on the possibilities that TV can ensure in that period, and to stick to this availability in order to have the very best TV spaces & solutions for our broadcastings. ONCE THE FINAL CALENDAR is decided : it's fundamental the TIMELY and DIRECT CONTACT WITH MEDIA to check about the available spaces in their scheduling and to plan the LIVE TV BROADCASTINGS.

## 8 MONTHS BEFORE THE EVENT STARTING DATE

Informing the INSTITUTIONS about the competition that will be held and asking them for any eventual support

Informing the potential SPONSORS about the competition and the whole spin-off moved by it.

It's crucial also the implication of **LOCAL STAKEHOLDERS**, of **REGIONAL** and **LOCAL INSTITUTIONS**, and the full synergy with **POLITICAL INSTITUTIONS** to get their maximum logistic & effective support, and the proper local involvement and visibility

## INTERNATIONAL EVENT PLANNING



### 5 - At least 8 MONTHS BEFORE THE EVENT STARTING DATE :

It's essential to inform the potential **SECTORIAL SPONSORS** about the presence of the competition held, as well as the **INSTITUTIONS**, asking for any eventual support.

The involvement of **LOCAL STAKEholders**, **REGIONAL** and **LOCAL INSTITUTIONS**, is fundamental, including thematic conferences

in the calendar of events, and taking action to obtain full synergy with the **POLITICAL INSTITUTIONS**,

in order to get their maximum logistic & effective support, and the proper local involvement and visibility.

**INSTITUTIONS** can represent a consistent support to the Organizing Committees, both to **FINANCIAL LEVEL** and to **COMMUNICATIVE LEVEL**.

It's one of our duties **TO RAISE** awareness **OF SUPPORT** from their side, highlighting how the **ORGANIZATION** of this kind of events might be an important driver for the **LOCAL ECONOMY** in terms of **DIRECT VALUE** (participation expenses, travels, overnights and other services) and **INDIRECT VALUE** (expenses by Organizers and by all the Companies that have profited of the direct effects related to Visitors' expenses), and also of the **WHOLE CHAIN VALUE** that represents the **LOCAL FINANCIAL REALITY** of the area holding the event.

## 6 MONTHS BEFORE THE EVENT STARTING DATE

PROCESSING THE GENERAL INFORMATION FILE, including in it all the useful details regarding Airports, Accomodation, Transports, Various services, Payment Terms, Training, Competition, Deadlines to provide to the O.C. what required for settling the registration / reservation

## 3 MONTHS BEFORE THE EVENT STARTING DATE

- PRELIMINARY ENTRY FORM
- PRELIMINARY HOTEL FORM

# INTERNATIONAL EVENT PLANNING



### GENERAL INFORMATION

All information is available on the following websites:

[www.issf-sports.org](http://www.issf-sports.org)  
[www.fita.it](http://www.fita.it)  
[www.concaverde.it](http://www.concaverde.it)

All Preliminary and Final Entries for Athletes and Officials can be done directly online:

<http://entry.issf-sports.info>

If any entries cannot be done online, Please send the form directly to :

[marco.morici@issf-sports.org](mailto:marco.morici@issf-sports.org) or [marco.morici@issf-sports.org](mailto:marco.morici@issf-sports.org)

#### 1. Invitation

The Invitation is attached to this General Information.

#### 2. Dates and Schedule

Official Arrival	08 JUL 2023
Unofficial Training	08 JUL 2023
Pre-Event Training	09 JUL 2023 (SKEET M-W)
Technical Meeting <b>SKEET</b>	09 JUL 2023
Opening Ceremony	09 JUL 2023 (20:30 o'clock)
Competitions Skeet	10 - 13 JUL 2023
Pre-Event Training	14 JUL 2023 (TRAP M-W)
Technical Meeting <b>TRAP</b>	14 JUL 2023
Competitions Trap	15 - 16 JUL 2023
Equipment Control Service	09 JUL - 15 JUL 2023
Official Departure	17 JUL 2023

The Preliminary Competition Schedule of the ISSF World Cup is attached to this General Information. The Final Competition Schedule (including Training Schedule) will be distributed after the Final Entry Deadline (30days before the Official Arrival day). The latest Schedule updates will be provided at the Technical Meeting.

#### 3. Rules and Regulations

The ISSF World Cup will be conducted according to the actual ISSF Rules and Regulations - Detailed information is available on the ISSF website [www.issf-sports.org](http://www.issf-sports.org)  
ISSF Juries (Competition Jury, RTS / Equipment Control Jury) will be designated by the ISSF to supervise the ISSF WC. Qualified Referees holding applicable ISSF Licenses will conduct the competitions.

#### ISSF Technical Delegate

Mr. DA. NOMEINARE

Competition Manager

Domenico GHEZZI, ITA

#### ORGANIZING COMMITTEE

Sara Fencelbach

Trap ConcaVerde

Via Salsomaggi 2/L

25017 Lonato del Garda (Brescia), Italy

Phone: +39 033 3382559

email: [sara.fencelbach@concaverde.it](mailto:sara.fencelbach@concaverde.it)

Web: [www.f.itaconcaverde.it](http://www.f.itaconcaverde.it)

1

6 - Before elaborating the General Information, it's central to check first about all the features necessary to issue that document (For instance : Hotels final agreements, TrAvel requirements, Airport assl'stance, Transports services, Deadlines for providing to the O.C. the various forms and registrations, Training modalities, Technical Meeting dates, Opening Ceremony plan, Competition timing plan and modalities, useful contacts etc..) And then, finally PROCESSING THE GENERAL INFORMATION FILE, including in it all the useful details for ensuring a CLEAR AND COMPLETE SERVICE to all the NATIONAL FEDERATIONS.

#### 4 MONTHS BEFORE THE EVENT STARTING DATE

Presentation of the SPONSORSHIP to the POTENTIAL SUPPORTERS , offering all the possibilities of intervention and visibility of the BRAND

Essential is also the active research of **SPONSORS** [ sector-specific Sponsors and/or external Sponsors ] and the verification of the actual readiness of **INSTITUTIONS** to give their contribution to get to a **BREAK-EVEN POINT** that ensures the **ECONOMIC VIABILITY** to the event

### INTERNATIONAL EVENT PLANNING



#### 7 - 4 MONTHS BEFORE THE EVENT STARTING DATE :

Essential is also the active RESEARCH OF SPONSORS [ sector-specific and external ones ] and the verification of the actual readiness of INSTITUTIONS to give their contribution to get to a BREIK-IVEN POINT that ensures ECONOMIC VIABILITY to the event.

Indeed, the important ECONOMICS IMPACTS should not be confused with the NET FINANCIAL BENEFITS, since that the event itself can generate a HIGH TOURIST RATE, with an increase of expense from visitors' side, but at the same time, can also cause LOWER REVENUES if compared to the costs needed to host it.

- As soon as BUDGETS are defined...

Working in sight of CREATING  
an UNIQUE AND  
UNFORGETTABLE EVENT


INTERNATIONAL EVENT PLANNING






8 - I don't know about the other O.C. realities, but at least in Lonato till today we've been able to reach the target thanks to the SUPPORT we received from Italian Shotgun Federation and from the INSTITUTIONS which stands at around the 30% of the TOTAL INCOME.

To close as early as possible the AGREEMENTS OF SPONSORSHIP is really crucial in order to define the various BUDGETS to address to :  
OPENING CEREMONIES, ANY EXTRA SERVICES for Athletes and Guests, WELCOME PACKAGE for the Athletes, GALA DINNERS etc..  
All of this is not strictly necessary for the competition, but for sure it highly contributes to make the event UNIQUE and UNFORGETTABLE.





ISSF WORLD CUP SHOTGUN  
LONATO DEL GARDA, ITA  
8 - 17 JULY 2023

ANNEX 8

Please email to Organizing Committee at :  
[mariateresaimperatori@gmail.com](mailto:mariateresaimperatori@gmail.com)  
 Keeping in CC :  
[sara.fanciullacci@traoconcaverde.it](mailto:sara.fanciullacci@traoconcaverde.it)

FINAL HOTEL RESERVATION FORM	Please return by	to Organizing Committee
name of federation	<b>MAY 22<sup>ND</sup>, 2023</b>	Maria Teresa Imperatori Phone: +39-030-3422014 +39-335-6218079 E-mail: <a href="mailto:mariateresaimperatori@gmail.com">mariateresaimperatori@gmail.com</a> Web: <a href="http://www.traoconcaverde.it">www.traoconcaverde.it</a>

hotel choice	no.	Please indicate the hotel in order of preference
	1	
	2	
	3	

room choice	room type	number of rooms	number of nights	day of arrival	day of departure
	Single / Double single use				
	Double/ Twin				
	Triple				
	Junior suite				
	Suite				

Notes :

Date \_\_\_\_\_ Signature of Team Leader \_\_\_\_\_

## INTERNATIONAL EVENT PLANNING

- ✓ - **45 DAYS BEFORE** the event starting date : **FINAL HOTEL FORM**
- ✓ - **1 MONTH BEFORE** the event starting date: **FINAL TRAVEL FORM**
- ✓ - **1 MONTH BEFORE** the event starting date : **FINAL ROOMING LIST FORM**
- ✓ - **1 MONTH BEFORE** the event starting date : **VISA FORM**
- ✓ - **1 MONTH BEFORE** the event starting date : **FIREARM & AMMUNITION FORM**
- ✓ - **1 MONTH BEFORE** the event starting date : **PHOTO FORM + MEDIA FORM**
- ✓ - **1 MONTH BEFORE** the event starting date : **FINAL ENTRY FORM OFFICIALS + ATHLETES + TEAMS**

9 - For a perfect organization, and in sight of ensuring the possibility to SOLVE ANY EVENTUAL ISSUE, the Organizing Committee has to receive ON TIME the FORMS from the Federations that subscribed the registration, forms that will be sent along with the General Information file.

This means :

AT LEAST 45 DAYS BEFORE THE ARRIVAL DATE = the HOTEL FORM

AT LEAST 30 DAYS BEFORE = the forms about TRAVEL, the FINAL ROOMING LIST, VISA, FIREARM & AMMUNITION, PHOTO & MEDIA, FINAL ENTRY for Athletes and Officials.



10 - As we can also see in many other sports, the organization of international competitions is undoubtedly VERY EXPENSIVE , and therefore possible where the country's institutions provide an adequate financial support. To achieve and ensure the sustainability of the event it becomes mandatory now more than ever to find new SYNERGIES and to study more efficient marketing. In any case, I believe that, as to guarantee a CONCRETE FUTURE for the movement and in view of growing NEW ATHLETES and forging NEW TALENTS, we must invest to make sports facilities more attractive and lively 365 days a year All of this to say that it's absolutely necessary to make the organization of international events a profitable business.

# CREATING HALLMARKS

## THE IMPORTANCE OF THE STANDARDIZATION IN THE COMMUNICATION

11 - I'd like to share with you some of my considerations and thoughts about some of the main aspects related to the International Events, which might be apparently trivial, but are actually basics from my point of view, to give a **SOLID IDENTITY** and an **IMMEDIATE RECOGNITION** to all the ISSF Competitions, not only for the **INSIDERS**, but above all for the **AUDIENCE** that we want to attract and we definitely need to bring closer to our World. Those may be apparently banal considerations, but all of this could be valuable for helping us to create The **STRONG IDENTITY** that our Sport really needs, in sight of making it more attractive to the **INVESTORS**, and **NOT** only **FROM OUR SECTOR**.

## CREATING HALLMARKS



12 - I'm talking about a TV CONCEPT, but also to a SOCIAL MEDIA CONCEPT.

To give an example, we can see how in other Sports the RECOGNITION is much more CLEAR and immediate, Simply using the same background color or the same logos insertion scheme,

## CREATING HALLMARKS

set background **color** for billboards and event's graphics



13 - From my point of view, it would be advisable and ideal to assign A SPECIFIC BACKGROUND COLOR to each EVENT TYPOLOGY to set as background color for billboards and event's graphics.

For example:

for WORLD CUP we could use ROYAL BLUE ;


for WORLD CHAMPIONSHIP we could use PURPLE ;

for CONTINENTAL CHAMPIONSHIPS the COLOR of the OLYMPIC CIRCLE that represents that very Continent.

And again, for WORLD CUP JUNIOR we could use ORANGE.

Of course, the background should be then enriched with some elements that recall the official event logo.

**CREATING HALLMARKS**



**PINPOINTING FOR ALL THE EVENTS**

- LOGO FORMAT
- LOGO FINAL OUTCOME and PRESENTATION
- STANDARD FONT to use
- How to MATCH EVENT LOGO with ISSF LOGO
- How to DISPLAY THE LOGO
- Which SPONSORS' BACKDROPS to use
- To set up STANDARD TEMPLATES for an uniform and recognizable presentation

14 - Much of the above is already mentioned in the ISSF GUIDELINES, but probably this should be better followed by the O.C.s and even more supervised by the ISSF. All the LOGOS really need to have the SAME FONT and the SAME STANDARDIZED DIMENSIONS and SIZES. Even the LOGO FORMAT has to be standardized, FOR ALL THE ISSF COMPETITIONS. Important is also to care about the RIGHT FONT to use, about how to MATCH the EVENT LOGO with the ISSF BRAND. I think it would be indeed necessary to create a BRAND-BOOK to submit to all the O.Cs, in which to insert all the informations about it, to always have, everywhere, the same result for the graphics where the ISSF brand is represented, in sight of creating an UNIFORMITY IN OUR COMMUNICATION.



15 - About SPONSORS' LOGOS :

during the last editions of the International Competitions in Lonato, we used them in MONOCHROME mode, which has been very appreciated by the Partner Companies.

CREATING HALLMARKS



ATHLETES' BIB NUMBERS

16 - About ATHLETES' BIB NBRS.

It would be nice for all the O.C.s to set a pre-settled format, specifically shaped TO OFFER the best VISIBILITY TO THE SPONSORS, especially during the Finals through TV broadcastings.

And I think we all agree on the fact of NOT USING PAPER BIB !! It gives a very cheap and messy effect!!



## CREATING HALLMARKS

### BIB NUMBER SIZE

200mm X 225mm



17 - This could be the RIGHT SIZE of Bib, of which measures consider the DISTANCE OF THE STANDARD HANGERS on the SHOOTING VEST, and also the good proportion to see on the tiniest bodies.

backdrop **INTERVIEW**



18 - A special attention has to be dedicated to the section reserved to the athletes' INTERVIEWS, creating a space to be TV ACCESSIBLE and USABLE.

Which are the **info** and **details**,  
as well as the **modalities**,  
that can **attract** and **bring** the  
**Which are the DATA that we**  
**AUDIENCE MUCH CLOSER** to our Sport World?  
**ALREADY HAVE ON HAND ?**

19 - ABOUT THE SPONSORS :

ABOVE ALL the ones that are not sectorial, Sponsors are generally INTERESTED ONLY IF THERE IS TV VISIBILITY,  
by which they can reach a new category of clients.

The QUESTION that all together we HAVE TO ASK ourselves, if we really WANT TO LOOK FOR AN EVOLUTION is :

Which are the information and details, as well as the modalities, that can attract and bring the AUDIENCE MUCH CLOSER to our Sport World?

And AGAIN, which are the DATA that we ALREADY HAVE ON HAND?

CREATING HALLMARKS

Let's study what **other Sports** are doing and let's **learn** from them ...

... Why can't we do that too?

GRAPHICS LIVE BROADCASTING

20 - As it happens in all TV Productions of the major Sports ( like Football, Races, MotoGP, Sailing, Golf.. )

I consider essential to find a **FORMAT OF GRAPHICS LIVE BROADCASTING** to add **MORE DETAILS** during the **FINALS**, in order to enhance) the commentaries by exploiting the **EXISTING TECHNOLOGIES**.

Moreover, this is in sight of catching the audience curiosity, and let the attention grow towards what is happening in real time on the field of play.

It's clear that we have first to **STUDY THE WAY**, to **TEST THE MODALITIES** and to place tv graphics **IN THE PROPER**

**SCENE AND TIMING**, but I believe that **ISSF** has the right **PARTNERS** to innovate the way of presenting our sport,

also to approach to **ON-DEMAND PLATFORMS**.

# CREATING HALLMARKS

SEC	PTS/VAL	TRG	QTRG	QTRG2	RE
1	-	↑	0.90	-	●
2	20	↑	0.78	-	●
3	1	↔	0.85	-	●
4	2	↔	0.80	-	●
5	3	↑	0.75	-	●
6	4	↔	0.75	0.40	●
7	5	↔	0.90	-	●
8	1	↔	0.85	-	●
9	2	↔	0.80	-	●
10	3	↔	0.85	0.20	●
11	4	↔	0.80	-	●
12	5	↔	0.80	-	●
13	1	↑	0.80	-	●
14	2	↑	0.75	-	●
15	3	↔	0.40	-	●
16	4	↔	0.80	-	●
17	5	↔	0.80	0.40	●
18	1	↔	0.80	-	●
19	2	↔	0.80	-	●
20	3	↔	0.80	0.50	●
21	4	↔	0.85	-	●
22	5	↔	0.75	0.40	●
23	1	↔	0.85	-	●
24	2	↔	0.80	-	●
25	3	↔	0.90	-	●
					20
					3
					3
					32

- **Athletes' REACTION TIMING**
- **3D GRAPHICS**
- **distance** by which the **target** is **hit**
- provide **instant feedback** on shooters' performance



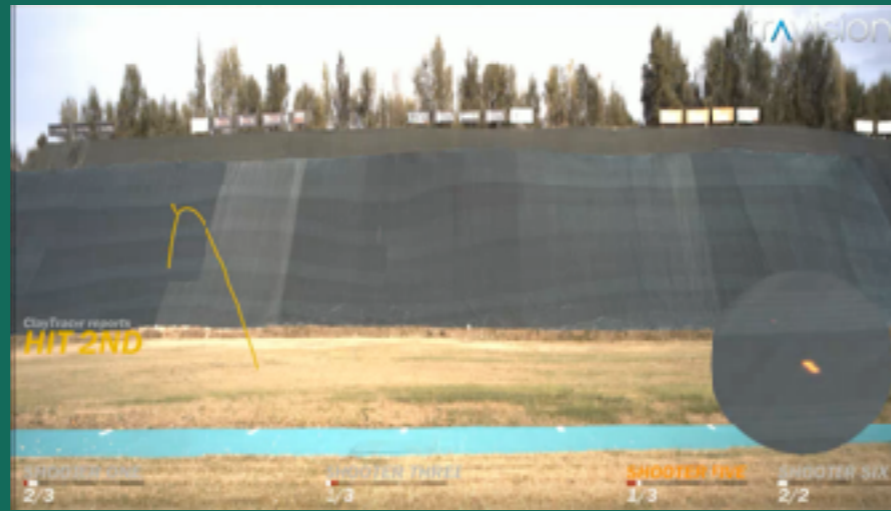
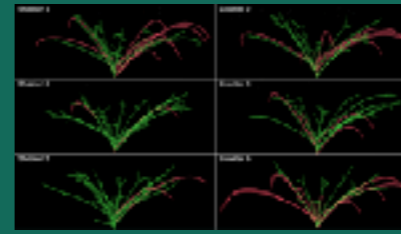
21 - Nowadays, ON OUR SHOOTING RANGES there are already A LOT OF DATA like these, coming from Shooting Data and Trivision systems. Personally, I think we can encourage their development, so that TV PRODUCER can select and insert them at the right time, indeed during the live TV broadcastings of our Finals.

Some of them are :

- DATA GRAPHICS with Athletes' REACTION TIMING
- DATA 3D GRAPHICS showing Target flight Versus Shooter's performance

## CREATING HALLMARKS

- provide **instant feedback** on shooters' performance



22 and....

-Real time Graphics showing the trajectory of the target

At the moment PAUSA this system works on 2 of our ranges, powered by the artificial intelligence. Obviously, we have this system available on the central range, where finals are played.

Its reliability, at today's date, is around 98%, but it can be further improved.

What more to add to **MAXIMIZE**  
**ENTERTAINMENT**, attention and  
**INVOLVEMENT** of the **EXTERNAL AUDIENCE**  
in our Sport ?

23 - What we have to add more, in order to MAXIMIZE ENTERTAINMENT, attention and INVOLVEMENT of the EXTERNAL AUDIENCE in our Sport ?



24 - IT could be very interesting to show the Athlete's HEART RATE for example just after missing a target, or when shooting the decisive target for winning a medal, or a world title.

And again : WHAT ABOUT VAR ?

There has been plenty of criticism regarding its usage, but in my opinion it can be an effective tool for the spectacularization of our Sport.

Of course, it should be used not so frequently, by giving to Coaches a LIMIT.



## CREATING HALLMARKS

Maybe trivial,

but necessary :

DO AWAY WITH  
REFEREE FLAGS

replacing them by

**DIGITAL DISPLAYS**



25 - We need to show our Sport world as a CONTEMPORARY one.

Maybe trivial, but necessary : DO AWAY WITH REFEREE FLAGS and replace them by DIGITAL DISPLAYS

CREATING HALLMARKS

**CONTINUE** with a  
**RECOGNIZABLE  
VOICE** as a  
**TV COMMENTATOR**



26 - Making our Sport recognizable through the Commentator's voice as well as for the Speaker on the competition field is undoubtedly very enjoyable for the audience.

## PRE AND POST TV PRODUCTIONS

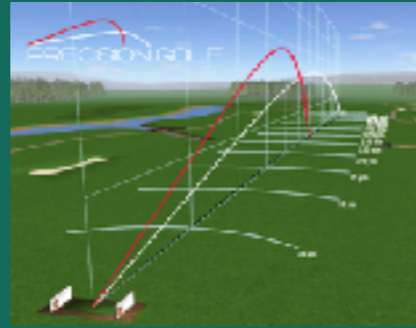
- TEMPORARY TV STUDIO directly based on the range of Finals
- LIVE INTERVIEWS during the event
- PRE-MATCH CONTENTS
- POST-MATCH CONTENTS
- SPECIAL BACKDROPS DEDICATED TO THE SPONSORS to let them be more starring and visible during the Finals and these TV Shows

CREATING HALLMARKS



27 - As it happens for football matches, and now also in some minor Sports, we could create contents focused on the PRE & POST MATCH phases, inviting Athletes, Technicians and Coaches to introduce the Finals to the audience [for example talking about what happened in Qualification stage, which were the main difficult faced, or the strengths of an Athlete, and so on] We can also involve in this talks some Sector Experts, and Partner Companies, with the double aim of making our Shooting Sport more understandable and accessible, and of making the Sponsors Companies more starring during the event and consequently more attracted in investing in it.

# CREATING HALLMARKS



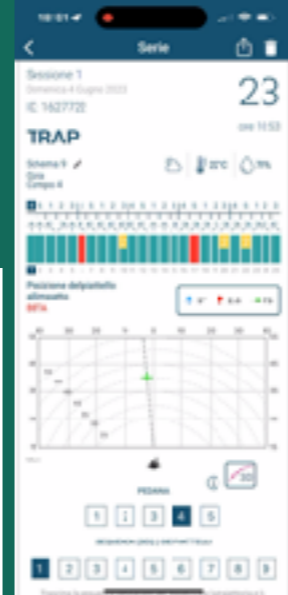
Results Intelligence Report  
for Trap Concaverde, Lonato

### AVERAGE REACTION TIME ON FIRST BARREL [Seconds] (Breakdown for schema, station and hit/lost)

SCHEMA		STATION 1			STATION 2			STATION 3			STATION 4			STATION 5		
		←	↑	→	←	↑	→	←	↑	→	←	↑	→	←	↑	→
1	HT	0.73	0.66	0.73	0.74	0.65	0.79	0.76	0.63	0.77	0.71	0.66	0.77	0.75	0.84	0.71
	LOST	0.76	0.67	0.75	0.76	0.66	0.82	0.79	0.64	0.79	0.73	0.70	0.80	0.77	0.65	0.73
2	HT	0.75	0.65	0.76	0.78	0.68	0.78	0.77	0.67	0.80	0.74	0.68	0.72	0.78	0.65	0.77
	LOST	0.78	0.68	0.79	0.81	0.70	0.82	0.81	0.70	0.84	0.78	0.71	0.75	0.81	0.66	0.81
3	HT	0.73	0.65	0.74	0.75	0.65	0.78	0.76	0.66	0.75	0.75	0.65	0.77	0.74	0.61	0.73
	LOST	0.76	0.68	0.78	0.78	0.68	0.81	0.79	0.69	0.78	0.78	0.69	0.81	0.77	0.64	0.76
4	HT	0.72	0.64	0.78	0.73	0.66	0.74	0.70	0.65	0.78	0.75	0.64	0.74	0.74	0.61	0.76
	LOST	0.73	0.67	0.80	0.75	0.68	0.76	0.71	0.68	0.80	0.77	0.65	0.76	0.76	0.64	0.76
5	HT	0.67	0.66	0.77	0.75	0.62	0.77	0.75	0.62	0.74	0.72	0.61	0.72	0.68	0.65	0.73
	LOST	0.69	0.69	0.80	0.78	0.64	0.79	0.77	0.64	0.76	0.74	0.64	0.74	0.70	0.67	0.75
6	HT	0.74	0.67	0.79	0.75	0.66	0.77	0.77	0.63	0.77	0.72	0.68	0.80	0.78	0.64	0.73
	LOST	0.76	0.70	0.82	0.77	0.68	0.80	0.79	0.65	0.80	0.75	0.71	0.82	0.80	0.66	0.76
7	HT	0.69	0.66	0.76	0.75	0.65	0.77	0.75	0.62	0.76	0.73	0.64	0.77	0.76	0.62	0.69
	LOST	0.73	0.69	0.80	0.79	0.69	0.81	0.78	0.67	0.80	0.76	0.67	0.82	0.79	0.65	0.73
8	HT	0.70	0.65	0.74	0.76	0.67	0.78	0.76	0.67	0.77	0.73	0.64	0.78	0.70	0.68	0.75
	LOST	0.71	0.67	0.77	0.78	0.69	0.79	0.78	0.68	0.79	0.74	0.65	0.80	0.71	0.70	0.76
9	HT	0.70	0.63	0.77	0.72	0.62	0.71	0.73	0.64	0.77	0.69	0.63	0.74	0.75	0.61	0.73
	LOST	0.72	0.65	0.78	0.75	0.64	0.75	0.75	0.67	0.78	0.71	0.68	0.78	0.78	0.63	0.76

TOP-LOST targets

Average reaction time computed on 184 competition targets performed during the period 01/01/2021 - 30/03/2022



28 - Concerning the possibility of creating PRE & POST MATCH CONTENTS :

we have the opportunity to exploit the technologies of our existing systems, also to study the SCHEMES applied in the competition, and, by this, offering CURIOUS TECHNICAL DETAILS, or PECULIAR FEATURES OF THE ATHLETES, or the EQUIPMENT & TOOLS used by them.

## CREATING HALLMARKS



The importance of creating an

### OFFICIAL ISSF MASCOTTE



29 - Using a NON-AGGRESSIVE COMMUNICATION is another way of approaching even the most skeptics, that will completely change their minds once tested the atmosphere of the range.

Moreover, embodying our Sport's main values in a mascotte can enrich the communication and make us closer to the audience.

It would also be nice to study some funny sketches to animate the range, for example during downtimes or change-over-times between a final and another.

The image of an ISSF MASCOTTE NEXT TO THE O.C. ONE IS ESSENTIAL TO convey THE IMPORTANCE AND CENTRALITY OF THE INTERNATIONAL FEDERATION.



## CREATING HALLMARKS

To create an  
**ISSF**  
**OFFICIAL STORE**

30 - It's not a secret!!! The ISSF brand has a **STRONG** influence on people's **DESIRE OF MEMBERSHIP**.

For this reason, we should create an **ISSF OFFICIAL STORE** to be always present on the range through its **RECOGNIZABLE SHOP** or **CORNER**, also selling merchandising products related to the competition held.

Moreover, IT would be great if those were linked to famous **BRANDS** like **NIKE**, **ADIDAS** etc..

This can help us in **POSITIONING OUR SPORT AMONG THE HIGHEST LEVELS**.

## AWARDING CEREMONY

- Clean and proper PODIUM SETTINGS
- Careful Management of NATIONAL FLAGS
- USAGE OF OFFICIAL JINGLE of the event for presenting Winners
- Professionalism of the SPEAKER announcing the medalists
- HOSTESS UNIFORM
- SENSE OF UNIFORMITY through all the ISSF CEREMONIES of the World

CREATING HALLMARKS



31 - The ceremonies, which are based on ISSF rules, performed with jingles that recall the official soundtrack of the event, and with a particular attention to the management of national flags, are really very important.

Concerning the very awarding ceremony, when the speaker announces the winners and the hostess bring the medalists to the podium the whole Staff should wear an uniform.

it conveys order, and expresses high professionalism.

There could be more or less ELEGANT or FORMAL ways, DIGITAL or TRADITIONAL DEPENDING ON THE LOCATION, but anyhow it has to be professional.

OUR GOAL is the PERFECT FINAL

32 - And Now let's talk about one of the main our goal.....

First of all, the MAIN GOAL for our Champions, but also for our Supporters is to carry out THE PERFECT FINAL





OUR GOAL IS PERFECT FINAL

**All the COMPONENTS have to be PREVIOUSLY TESTED**

- REVISED MACHINES :  
check-up of each of the machines on the range



- PHONOPULLS (new capsules) :  
have to be perfectly settled and functioning



- TARGETS SUPPLY :  
have to be absolutely TESTED 2 WEEKS BEFORE THE COMPETITION STARTS



34 - As you can see in this slide :

About the REVISED MACHINES : any time hosting an event for which there's a TV PRODUCTION, Concoverde makes a full check to each of the machines on the range.

About PHONOPULLS : they have to be perfectly settled and functioning, provided with NEW CAPSULES on.

All the target supplies normal & flash ones have to be absolutely TESTED BEFORE THE COMPETITION.

This is our guarantee of HIGH QUALITY OF THE SERVICE to the ATHLETES and to the FEDERATIONS hosted.

OUR GOAL IS PERFECT FINAL

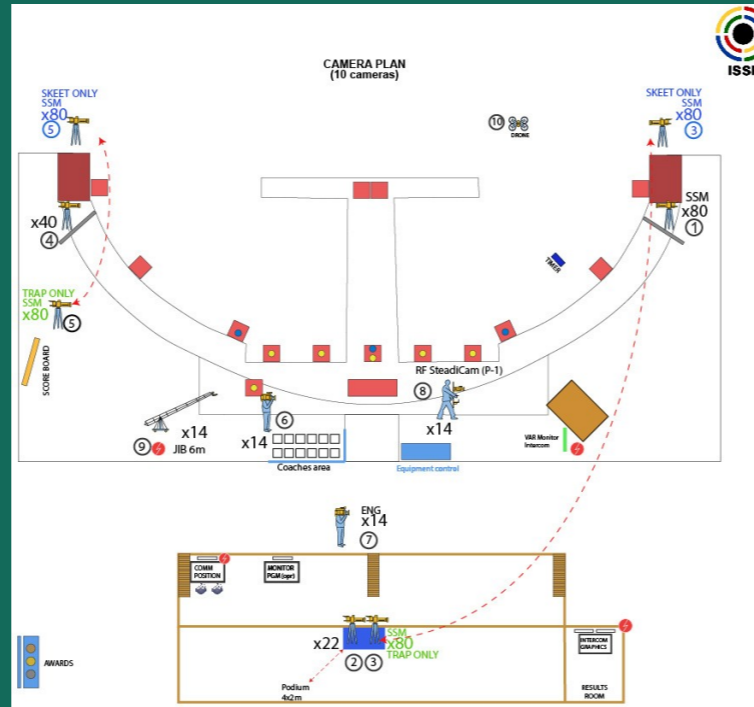


35 - In sight of achieving the perfect final, it's fundamental to pinpoint these basics :

- . How to PREPARE THE RANGE TO WELCOME THE EVENT
- . How to CARE METICULOUSLY TO THE DETAILS : because every one of them is amplified on TV
- . How to CARE ABOUT THE GREENERY
- . How to guarantee the MAXIMUM CLEANNESS AND ORDER on the range and all around
- . How to CARE ABOUT THE STAFF APPE'RaL.

Details positive and above all negative ones are immediately noticeable and probably what the audience will remember about the whole event.

OUR GOAL IS PERFECT FINAL



## TIMELY COORDINATION between OC and TV CREW / TV DIRECTION

- Deciding the proper **FINAL SET-UP** of the field of play
- Placing **CAMERAS** in a **STRATEGIC** and **FUNCTIONAL** way, both for competition outcome & sponsors

36 - The **POSITIONING OF THE CAMERAS** is really fundamental for the outcome of the Final, but also crucial to detect the **BEST SPACES TO OFFER TO THE SPONSORS** for ensuring them the perfect **VISIBILITY** during the broadcasting.

Moreover, it makes possible **AVOIDING SOME FRAMINGS NOT ADEQUATE TO THE HIGH LEVEL OF THE PRODUCTION.**

OUR GOAL IS PERFECT FINAL

### Necessary TO SHARE A TIME SCHEDULE

O.C. has to make it AVAILABLE ON TIME, and to give it to the Directors of the Finals and to the involved Staff People, so as TO COORDINATE all the operations and the GENERAL DIRECTION



37 - Fundamental is to share the SHOW SET-LIST and its TIME-SCHEDULE with all the people working around the Final :

- . MUSIC SUPERVISOR
- . SPEAKER
- . COMMENTATORS
- . JURY and REFEREES
- . COACHES and ATHLETES
- . TV CREW and TV DIRECTION
- . HOSTESS



OUR GOAL IS PERFECT FINAL

NEED of some **O.C. member**  
on the range of the Finals  
to be appointed as **DIRECT CONTACT**  
between the **COMPETITION JURY**  
and the **TV DIRECTION**

38 - As you know, Shotgun Finals can bring some unexpected situations to be managed last-minute or to be solved in no-time; Unfortunately, many features can create such an unpleasant scenario on the range.

Thus, PAUSA we need to be ready to handle all of this, in the most professional way, having the possibility to talk in real-time both with the range operators and the Tv Direction by using HEADPHONES directly connected with TV CREW.

Because of this, it's central to find someone out of the O.C. crew to be appointed as the DIRECT CONTACT between the COMPETITION JURY and the TV DIRECTION , so as to have a FULL OVERVIEW about the run of the Final, and to provide for QUICK SOLUTIONS in case of any problem.

## ON THE RANGE OF FINAL :

### COMMENTATOR :

- **PROFESSIONALISM, CONTINUITY, DISTINCTIVENESS** have to become OUR COMMON MUST
- **SPEAKER** that sticks to a **NEAT, CLEAR and STANDARDIZED** document of talking

### BACKGROUND MUSIC :

- **YES TO INCREASE THE AMBIENT MICROPHONES** to amplify it
- **DO NOT COVER THE SOUND OF THE TECHNICAL ACTION** by the music
- Arrange AD-HOC MUSIC selection, **COPYRIGHT FREE**, to entertain the break moments

39 - DIFFICULT BUT NOT AN IMPOSSIBLE GOAL IS TO MAKE THE STALLS FULL OF SPECTATORS.

To do that, we need to create an APPEALING SHOW.

Home-made commentary ON FIELD is NOT acceptable anymore:

because of this, we should think about a TRAINING Class for the O.C. ON-FIELD COMMENTATORS, instructing them through a standardized course about the pattern to follow, the pathos to put in, the emphasis to give during the talk to create an own trademark, and to be well recognized for.

All of this would surely bring to a better POSITIONING of our Sport among the general Sport panorama.

According to ISSF Rules (6.19.3.7), there has to be music during finals.

About this topic, I think it's necessary to have more ambient microphones to amplify the sound of technical actions, which have not to be covered by the background music.

In my opinion, jingles or event official soundtracks (even better : ISSF soundtrack) should be used only to entertain during the break moments, and not while athletes are shooting.

## ENTERTAINMENT ON THE FINAL RANGE



OUR GOAL IS PERFECT FINAL

- During **DOWNTIMES : BRIEF SHOWS** on the range
- Such moments of **ENJOYMENT** ease the tension of the competition
- All of this boost the **EMPATHY & INVOLVEMENT** of the spectators

40 - I think DOWN-TIMES should be managed through brief SHOWS on the range, to ease the tension of the competition and making it more enjoyable to the Audience. Basing on the upcoming ISSF Direction's decision about the MORE OR LESS FORMAL CUT to give this, it will be also possible to involve in it the MASCOTTE.



## ENTERTAINMENT ON THE FINAL RANGE



OUR GOAL IS PERFECT FINAL

Essential to have an  
**HOSTESS TO  
COORDINATE** the whole  
post-finals phase :

- Leading the Winners to where the ritual photos are taken (range - podium ..)
- Leading the Athletes to the Interview Area

41 - Without ruining the “momentum” of the Winners, we mandatory have to focus on TV productions and communication activities (meaning: official pictures, post-race interviews, Tv post-production contents etc..).

It's essential to have a HOSTESS TO COORDINATE the post-finals phase, leading the Winners to where the ritual photos are taken, or leading the Athletes or Coaches to the Interview Area.

This figure could also be directly connected with the Tv Crew by headphones, facilitating the coordination in real-time and so as to manage the Tv timing needs in the best way.

# HOW ISSF CAN HELP US?

42 - IN THE latest ORGANIZING COMMITTEE REPORT, there is a crucial question that I'm really willing to answer; And now, I'd like to add my considerations at this topic, to share them with you, and to get your feedbacks about.

HOW ISSF CAN HELP US ?

Catching the interest of any eventual **INVESTOR** in our Sport field,  
even coming from any external panorama



**Data** and specific **Analysis**

43 - ISSF support shouldn't only be intended as a financial one, but also as an INTELLIGENCE SUPPORT, that means providing data and specific analysis, to be used in sight of attracting new INVESTORS , both inside our Sport field and from the external panorama as well.

To improve **ISSF ATHLETE DATABASE** adding on Issf Athlete online board some personal details, curiosities, and **EXTRA INFORMATION**

These one will be very helpful to the Speaker / Commentator to complete their speech, making the presentation more appealing.

## HOW ?

By asking to the ID Nbr Athletes

to **FILL A FORM**

telling more about them !

HOW ISSF CAN HELP US ?

ATHLETE		
		
<b>Giovanni CERNOGORAZ</b> Croatia (CRO) 		
Gender:	Male	
Birthday:	27.12.1982	
Age:	40 years 10 months 10 days	
Residence:	CRO	
Height:	185 cm	
Weight:	90kg	
Profession:	Croatian Armed Forces	
Club:	Duser Neigrad	Place of birth:
Start of competing:	1998	Hometown:
Practising shooter since:	1998	Marital status:
Personal Coach:	Walter Cernogoraz	Events:
National Coach:	Walter Cernogoraz	Children:
Handedness:	right	Other sport activities:
Master Eye:	right	Hobbies:
		Languages:
World Ranking		
Trap Men:	1	

44 - Another useful support would be adding extra information about athletes to the current ISSF ATHLETE DATABASE for the Speakers and Commentators to complete their speech and make the presentation more appealing.

- HOW TO DO THIS?

ISSF could ask their Athletes to FILL A FORM with extra details regarding their SHOTGUN career, but also concerning their PERSONAL AND DAILY LIFE getting the audience more and more curious about them.

## ATHLETES' TV IMAGE

It's really indispensable to PROPERLY REPOSITION OUR ATHLETES' TV IMAGE, as now this normally happens for the majority of other Sports :

- **MORE CONTEMPORARY IMAGE**  
(through innovative imaging techniques)
- **MORE CONTEMPORARY COMMUNICATION (SOCIAL MEDIA)**
- **STIRRING THE IMAGINATION** of People that follow our Sport and activities

HOW ISSF CAN HELP US ?



45 - It would also be useful to ask to the Issf Athletes to improve their contents and frequency on SOCIAL MEDIA, to become the next heroes & heroines of our Sport world and approach to younger generations.

HOW ISSF CAN HELP US ?

## ISSF INTERNATIONAL EVENT COMMITTEE

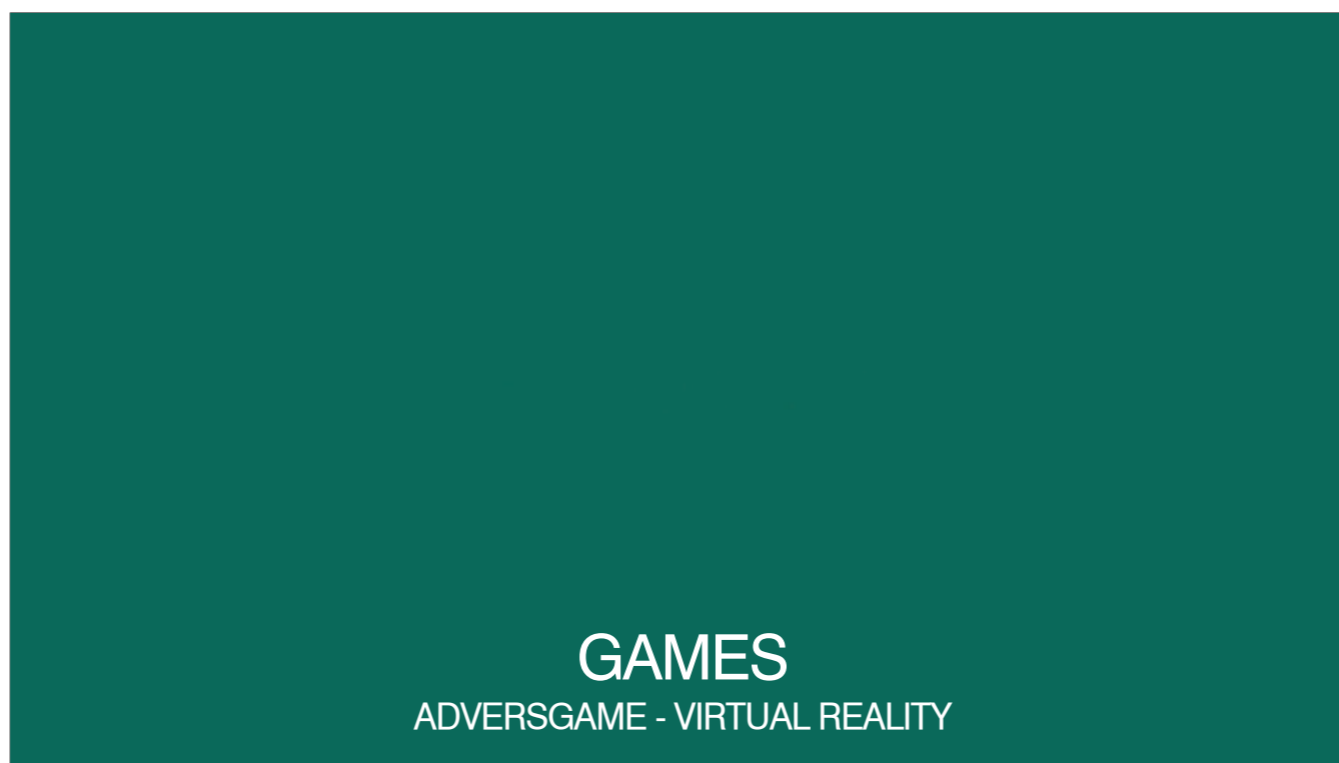
- COMPETITION MANAGER
- MACHINE AND HARDWARE TECHNICIAN
- TV DIRECTOR
- EVENT MANAGER

46 - Personally, I believe that creating a central “International Events Committee” can be a great help to the Local O.Cs.

It should be composed by Professionals who are Experts in:

- . Rules and Regulations
- . Technical issues concerning machines and hardwares
- . Positioning of cameras for TV filming
- . Experts in communications

And all of this NOT to create a control entity, BUT to bring out even more the SKILLS of each O.C., and to strengthen the synergy between the Committees & the ISSF, sharing any problems or doubts.



47 - They can be great tools to present the SHOOTING RANGE COMPLEX and OUR SPORT to NEWCOMERS, since it conveys :

- A REALISTIC SHOOTING RANGE VISION (regarding the facility, the ranges and their backgrounds, the range sounds, the technical action etc..)
- The SENSE OF OUR SPORT, meaning the feeling with our sport tool, the rotation towards the target and the emotion of hitting it.

Such devices can SUPPORT THE APPROACH TO Youth and Beginners, letting them closer to our Sport through a VIDEOGAME modality while learning through virtual sessions.



48 - Adversgame guarantee a modern way to intrigue young social media users towards shooting sports activities. Concaverde has realised an involving advergame that shows the range's image and our shotgun world's main basis. Ideally, once the goal is reached, the user will be able to virtually join us on the field and experience the real thrill of breaking a clay target.



VIRTUAL REALITY



....are we **READY?**

49 - Talking about VIRTUAL REALITY : Nowadays there are some very good ones, pretty close to reality, that make the participants feel like they were actually on the shooting range :  
from the realistic sceneries and settings, to the realistic lights, weather and backgrounds, involving the user in the sport action by making them virtually touch and feel our sport tool and using our technical gesture towards the hitting moment.  
EGAMES represent the most recent MUST HAVE, and therefore, our sport should invest in it.  
In this short video, you can see what today we're creating.....

**THANKS EVERYBODY**  
FOR THIS PRECIOUS SHARING MOMENT !!



A handwritten signature in black ink, appearing to read 'Carl' followed by a stylized flourish.

50 - I hope that you have enjoyed this sharing moment, and for this precious time together I really thank you all again.  
The will of sharing these considerations is merely moves to the will of improving and to do this together  
And strong and unite towards this common aim I'm sure we can do a lot.

AGAIN, THANKS, TO ALL OF YOU !!