



## Olympic Experience Communications Guidelines

Version 20-4-2016

# 1. INTRODUCTION

In 2016, the Olympic Experience is being organised for the first time. Anyone who wants to experience the Olympic Games of Rio de Janeiro 2016 but does not have the opportunity to travel to Brazil, can still go to the sport beach of The Hague this year. During the Rio Games, the 'Olympic Experience The Hague 2016' will be organized there. An event that takes place from 6 to 21 August and is intended for sport fans, families and others who want to experience the Rio Games in the Netherlands in the best possible way.

There are many stakeholders involved in the Olympic Experience and promoting the event is an important part of communications activities. In this document you will find practical information about how to promote and speak about the Olympic Experience.

## 2. MESSAGE

Below you will find a standard text that you can use to briefly explain what the Olympic Experience is. The part of the text in *italics* contains the elements that we try to use as much as possible as a standard to describe the event.

### ***Experience the Rio Games on the sport beach of The Hague!***

During the 2016 Olympic Games, the whole Dutch society will cheer for TeamNL. Everyone enjoys sport. At home, on the couch, watching fantastic performances, which inspire them to actively exercise themselves.

Everyone who wants to enjoy the Rio 2016 Games in the best way possible can go to The Hague during the Games. The 'Olympic Experience The Hague' will be organized on the sport beach of The Hague. The beach will be turned into Olympic Rio where sport fans can *play sports, watch sports and experience sport* in an ultimate sport environment. You can watch live matches and encourage the athletes of TeamNL.

Various sport activities, in which you can take part are organised in cooperation with a large number of sports associations. Every day there is plenty of entertainment including, among other things, live performances.

*The sport beach of The Hague is the home base of TeamNL during the Rio Games.*

For more information see [www.olympicexperience.nl](http://www.olympicexperience.nl).

# 3. TERMINOLOGY

The terminology below will be used in the communication about the Olympic Experience.

<b>Location:</b>	Sport beach The Hague
<b>In a sentence:</b>	The sport beach of The Hague
<b>Official name of the event:</b>	Olympic Experience The Hague
<b>Slogan:</b>	“Experience the Rio Games on the sport beach of The Hague!”
<b>Activities interpretation:</b>	Play sport, watch sport, experience sport  The sport beach of The Hague is the home base of the TeamNL during the Rio Games.
<b>Period:</b>	6 - 21 August 2018

Note: The slogan is to be used in all official promotional materials (posters, Interbest poles, etc.). It is to be also preferably used in editorial documents.

## 4. TONE-OF-VOICE

**Leading up to the Olympic Experience**, the communications activities are mainly about informing people as much as possible about the event, getting them excited, and persuading them to come to the event. **The tone-of-voice is therefore informal.** We do not use any 'Madam' or 'Sir' and address the potential visitor directly. The tone-of-voice is positive and enthusiastic.

**We communicate in a more formal tone** ('Mr.' or 'Ms.' in front of the surname) **towards VIPs, Partners, the municipality of The Hague, sports federations and NOC\*NSF.** These people often come on invitation and need to feel that they are part of a unique experience conceived exclusively for them.

# 5. OVERVIEW OF THE OLYMPIC EXPERIENCE CHANNELS

The social media channels of the Olympic Experience are intended to maximize the experience during the event (by linking events' activations to social media) and to inform people about what to do at the event.

Website: [www.olympicexperience.nl](http://www.olympicexperience.nl)  
Facebook: Olympic Experience (adding The Hague did not fit)  
Twitter: OE\_den Haag  
Instagram: OE\_den Haag  
Hashtag: #olympicexperience  
E-mail: [info@olympicexperience.nl](mailto:info@olympicexperience.nl) (for general inquiries)  
[pers@olympicexperience.nl](mailto:pers@olympicexperience.nl) (for press inquiries)

The intention is for the parties involved (The Hague, Partners, Sports Associations, NOC\*NSF) to actively communicate about the Olympic Experience and make use of each other's content.

## 6. OLYMPICEXPERIENCE.NL

On the [www.olympicexperience.nl](http://www.olympicexperience.nl) website you can find all the information about the event, such as:

- Short description of the event
- Venue and transportation
- Programme
- How to purchase tickets
- Contact
- Information about The Hague

Refer in your communication (online and offline) as much as possible to [www.olympicexperience.nl](http://www.olympicexperience.nl)!

# 7. HOUSE STYLE

The Olympic Experience has developed its own house style. See the files in Google OneDrive:

- Brand guide
- Logo and house style elements
- Poster frames
- Photos

The poster frames in .eps-format can be edited by dtp-ers. You can add a photo and make your poster yourself with the poster frames in .png-format.

There is a selection of some sports photos, but you can also use your own photos. Please note that the photo fits the appearance of the Olympic Experience (summer, beach, sports, entertainment) and that it is of sufficient quality.



## 8. PRESS AND SPOKESPERSONS

If you receive questions about the Olympic Experience from press, you may refer them to [pers@olympicexperience.nl](mailto:pers@olympicexperience.nl).

First contact points for media: xxx

Mobile phone numbers: xxx