



Baku 2015
1ST EUROPEAN GAMES

NOC

Newsletter 4

November 2014





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I am delighted to introduce the fourth edition of our Baku 2015 European Games newsletter. Since the publication of our last newsletter, significant milestones have been reached in the preparation of the European Games.

The new BEGOC headquarters were honoured with the visit of the President of the European Olympic Committees (EOC), Mr Patrick Hickey, during his most recent visit to Baku. President Hickey was also warmly received by the President of the Republic of Azerbaijan, Ilham Aliyev, and they had the opportunity to discuss the progress in preparations for next summer's major sport event.

In early September we hosted the fourth EOC Coordination Commission. Members of the EOC Coordination Commission were treated to a comprehensive venue tour which concluded with a visit and the official opening of the new BEGOC headquarters. This was the EOC's first opportunity to see the new Baku 2015 branding displayed across the host city. Importantly, we used the opportunity to share with the EOC updates to the Baku 2015 Sports programme, competition and training schedule. We were pleased to announce the addition of Sambo to the Baku 2015 European Games programme, details of which were shared with the NOCs but which can also be found in the Sport section of this newsletter. We have also announced that there is a clear road to Rio 2016 for athletes competing across 11 sports and 15 disciplines.

BEGOC continues to attract an increasing number of marketing partners who are proud to associate their brands with the European Games. We can proudly share that BEGOC has now signed six Official Partners (Procter & Gamble, BP, Tissot, Nar Mobile, Azerbaijan Airlines, and SOCAR) and five Official Supporters (Milla, McDonald's, Sitecore, Tickethour, Motorola Solutions).

Work has been ongoing to provide live coverage of the Games and a number of international broadcasters have joined BEGOC's efforts to showcase Baku and the European Games around the world.

In September we hosted two NOC focused events - the second NOC Open Day on 25-26 September and the first Seminar for NOC Communications Managers, Press Attachés and Accompanying Sport Journalists on 26-27 September. Both events proved to be a considerable success with very positive feedback from delegates. The Seminar for NOC Communications was a BEGOC initiative to help push the message of the European Games to a wider media audience.

BEGOC has adopted an innovative approach to getting ready for the European Games and we have launched a number of great initiatives that will educate

and empower staff. In particular we sent two teams of young local workforce members to observe the Glasgow Commonwealth Games and the Incheon Asian Games. In both cases they returned full of knowledge and information to share with their counterparts in Baku. In addition to this the Baku 2015 Games Academy has continued to train a large number of the BEGOC workforce and is now on its fourth cycle of intakes from Azerbaijan but also from the National Olympic Committees of Europe.



In October BEGOC, in collaboration with the Azerbaijan Cycling Federation and the Azerbaijani state authorities, successfully hosted the Baku Prepares Mountain Bike Test event. It was the first of the Baku Prepares Test Events series delivered by our BEGOC team. It allowed us to test our operational capability, volunteer mobilisation and the newly built mountain bike track. Mr Thierry Marechal of the European Cycling Union in his post-

competition remarks said: "The Baku Prepares test event was a superb competition in a new and challenging location for the athletes. Both men's and women's races were quality entertainment, and we were extremely pleased with the thorough and professional organisation of the event."

In November the BEGOC team reached the 1,000 staff member mark. Our staff hails from 43 different countries and is truly diverse in nature. The BEGOC team presented at the ANOC General Assembly held in Bangkok, Thailand, and shared important progress updates with the participating National Olympic Committees. This will be followed up by a comprehensive venue tour and presentation to the EOC General Assembly that will take place in Baku and that is hosted by the National Olympic Committee of Azerbaijan.

Please do not hesitate to send your feedback, comments on questions to the NOC Services team at nocservices@baku2015.com and we will be happy to assist you with your queries in the best way we can.

Simon Clegg
Chief Operating Officer of Baku 2015 European Games Operations Committee

Progress



Official Opening of the European Games Headquarters

The official opening of the new BEGOC headquarters took place on 3 September 2014 in downtown Baku. Mr Azad Rahimov, Azerbaijan's Minister of Youth and Sport and BEGOC Chief Executive Officer, formally declared open the new Baku 2015 headquarters in a ribbon-cutting ceremony with Mr. Spyros Capralos, the Chairman of the EOC Coordination Commission, and other members of the Commission who were visiting Baku for the Fourth Coordination Commission.

Also in attendance at the opening ceremony were four Azerbaijani Olympic champions who will be ambassadors for Baku 2015: Greco-Roman wrestler Farid Mansurov, who won gold at Athens 2004; Freestyle wrestlers Namig Abdullayev and Togrul Askerov who won gold at Sydney 2000 and London 2012 respectively; and shooter Zemfira Meftakhatdinova, who won Skeet gold at Sydney 2000.



Venues

The development of competition venues for the Baku 2015 European Games is progressing well, with a number of venues already finalised and ready to host test events. Construction at the rest of the venues is moving forward at a rapid pace and on schedule.

- The National Gymnastics Arena (NGA) is completed and ready for testing Crowd Management strategies. The first testing of the venue occurred during two major sporting events, which took place in Baku earlier in May and June - the European Rhythmic Gymnastics Championships and the Azerbaijan National Rhythmic Gymnastics Championships. Following this successful testing, the NGA will host BEGOC's internal Path Forward event for its staff members in November.
- The Baku Aquatics Centre, home to Swimming, Diving and Synchronised Swimming, continues to develop at a fast pace with significant progress in recent months. The roof is complete and the main swimming competition and training pool are well advanced, with the diving pool nearing completion. The surrounding temporary venues in the European Games Park have also advanced with the majority of steel work completed. The surrounding venues landscaping has also commenced.
- The National Stadium continues to rise out of the ground with construction scheduled to finish in February 2015. The National Stadium has been designated as one of the host venues for the UEFA Euro 2020 tournament and will host group stage and quarter-final matches.
- The Baku Sports Hall is on track with scheduled renovation completion and ready to host events in early 2015.
- The Heydar Aliyev Arena continues to be upgraded for the Games. In addition to the Judo and Wrestling competitions, BEGOC has confirmed that the arena will also host Sambo.
- The course for the Cycling Road Race has now been finalised within the city centre and features many of the iconic buildings and amazing sights Baku has to offer.

- The new Baku Shooting Centre continues to make impressive progress with completion expected in December 2014.
- The venue for the two-day Triathlon competition and the Road Cycling - Time Trial competition has been confirmed as Bilgah Beach, located north of the Baku city centre.



Test events

After several months of hard work and dedication following the first test events in summer 2014, BEGOC kicked off the autumn season with the Mountain Bike test event which took place on 18 October at the Mountain Bike Velopark. Teams coming from 11 European countries competed in men's elite and women's elite races.

The day concluded with Switzerland's Martin Fanger and Ukraine's Iana Belomoina claiming victory. Fanger, 26, won the men's race in a time of 1:37.52 with a dominating performance to finish first ahead of fellow countryman Marc Stutzmann, with Dimitrios Antoniadis of Greece in third. Belomoina, 21, claimed the women's title in a time of 1:24.46 with a powerful performance in windy conditions ahead of the Swiss duo of Kathrin Stirnemann and Linda Indergand.

This was the first of the Baku Prepares Test Events series that had been planned and delivered by BEGOC. It was an invaluable opportunity to test BEGOC procedures on the field of play, the wider venue and the airport.

As part of BEGOC's continuous learning and improvement process, lessons that had been identified during the test events in May and June were put to the test to make sure teams have learned and plans have been amended accordingly.

The readiness programme will continue in 2015 and include further test events during the first few months of the next year. Between February and April a series of sport competition tests will also be used to validate critical aspects of sport competition including the field of play, sport equipment, results, timing and scoring technology, as well as key people within the sport competition team.



Broadcast and Sponsorship

In September, BEGOC confirmed its first international broadcast agreement, with leading Turkish sports channel NTV Spor. The channel will broadcast the inaugural European Games across the whole territory of Turkey.

Further to this first agreement, four more international broadcast agreements were signed with European broadcasters. DigiSport will broadcast the Games in Romania and Hungary, while Sport 10 will screen the event in Belgium. A leading German sports platform SPORT1 will be another exclusive broadcaster of the inaugural European Games in Germany and provide coverage of the Games across television, internet, radio and mobile platforms in Austria and Switzerland. International Sports Broadcasting will provide more than 800 hours of live, state-of-the-art production for the duration of the European Games.

A major French television channel L'Equipe 21 and a leading broadcaster in Asia, the Tokyo Broadcasting System (TBS) Television have also joined the first European Games' broadcasters list. L'Equipe 21 will broadcast the Games exclusively live in France, Andorra, and Monaco, as well as through their website and mobile platforms. As part of the broadcast deal, there will be a special one-off programme on L'Equipe 21 to make 100 days to go until Baku 2015 in addition to a weekly report on athlete preparations for the Games in the French National Olympic Committee magazine *Esprit Bleu*.

The free-to-air TBS Television channel has secured exclusive rights to the 17 days of competition including the Opening and Closing Ceremonies, as well as highlights packages across all of their domestic platforms. The TBS's nationwide network includes 28 affiliates across Japan. Recently and going further afield, BEGOC has signed an extensive agreement with the Arab States Broadcasting Union, which will ensure live coverage of the European Games in 20 countries across the Middle East and North Africa.

In terms of commercial partners, the State Oil Company of the Republic of Azerbaijan (SOCAR) has signed an agreement to become an Official Partner of the Games. The partnership will guarantee the Baku 2015 European Games branding

on every SOCAR forecourt and outlet across the entire country to raise awareness of the event. Additionally, through its marketing campaigns in Switzerland, Georgia, Romania and Ukraine SOCAR will help further promote the Games in the continent.



Azerbaijan Airlines, the national carrier has been announced as the sixth Official Partner. The airline will carry Baku 2015 branding at the Heydar Aliyev International Airport and also feature the Games through the airline's in-flight movies and magazines to help increase awareness of the European Games with an international audience.

A premium dairy supplier, Milla, has joined as an Official Supporter of Baku 2015. Milla will support the Games through advertising in more than 5,000 stores around Azerbaijan and by carrying the Baku 2015 European Games logo on their products and staff uniforms. Milla products will also be available at the competition venues via ice-cream vans and will further support the European Games with an extensive television advertising campaign.

McDonald's has become an Official Supporter of next year's event. The partnership will see co-branding within McDonald's restaurants and marketing campaigns tailored to deliver messages about the Games throughout Baku and the whole of Azerbaijan. McDonald's will also promote Baku 2015 through its in-store messaging, Games-related competitions, and a specially designed Baku 2015 European Games variety menu.

Sitecore, well-known around the world for its expertise in website management and digital marketing technology, is also an Official Supporter of the Games. The company will provide support to the Baku 2015 web team as the countdown to the Games continues

Tickethour, a major ticketing services company with a proven track record of sales of several million of tickets per year, has recently joined the European Games sponsorship programme as its Official Ticketing Supporter. Tickethour, renowned for successful ticketing experience for global sporting events across Europe, the USA and Middle East, will supply its exclusive ticketing software system and management team to enable Baku 2015 to sell its Games tickets. When Baku 2015 ticketing programme starts in 2015, Tickethour will be responsible for online sales along with city centre box offices.

Motorola Solutions, an international data communications and telecommunications equipment provider, has become the fifth and the latest for

now Official Supporter of Baku 2015. The company will deliver radio hardware and services to Baku 2015. Motorola Solutions will also implement an international marketing campaign to promote the European Games, including recognition on their global website and promotion at industry events and conferences.



Baku 2015 website

Baku2015.com was relaunched with a full refresh on 21 August. With a modern and elegant design integrating elements of the Games brand, a completely revamped Sports section including comprehensive information on each discipline, a Venues section and an extensive photo-driven section on Baku and Azerbaijan, the official website of the inaugural European Games is paving the way for a great sports digital experience in 2015.

Some additional items are planned for launch before the end of the year, which include a revamped homepage to integrate more news and pictures, sports news on a daily basis, Athletes & Ambassadors pages, a revamped Competition Schedule page, and more.

Also, a widget including the countdown clock and the latest news will become available in the coming month and will be available for each NOC to put on their own website.

Social Media

To further increase public awareness about the First European Games and to interact with the public in an effective and creative way, BEGOC has launched brand profiles in social networks. Fans and followers can stay tuned for the most up-to-date information and exciting news about the inaugural European Games by following Baku 2015 on [Twitter](#), [Facebook](#), [Google Plus](#), and [YouTube](#).

Press Extranet

BEGOC has launched a press extranet for written press interested in covering the Games. The extranet has information about press facilities and services, deadlines, and the Games News Service, as well as links to request press accreditation, book accommodation and place rate card orders. Please encourage your national press to register for the extranet [here](#) to ensure they have the most current information about covering the Baku 2015 European Games. NOC Press Attaches are also welcome to register for the extranet.

Press Guide

Copies of the Press Guide to the Baku 2015 European Games have now been distributed to each NOC. This guide provides important information about press accreditation, accommodation, and venue media centre facilities and services, deadlines, and the Games News Service. It is designed to help press plan their coverage of the European Games. Each NOC is requested to distribute these copies to its national media. Downloadable copies of the Press Guide can also be found on the press extranet and on the e-Qəzet. It is important to note that the Press Guide is for written press only (E, EP and ENR categories).

Any queries related to the guide can be sent directly to pressoperations@baku2015.com



Volunteer Recruitment Update

BEGOC continues to have success in its recruitment of volunteer candidates. With 14,000 registrations for approximately 12,500 roles, the interview process has started and BEGOC is working to match volunteer candidates with the appropriate skills and interests with Games-time positions. The recruitment campaign will continue through the end of the year. Applications are accepted online at baku2015.com

Additionally, the Games-time workforce training programme has launched in November, taking place at the BEGOC dedicated training facility. The training facility is located at the same venue where the volunteer interview centre is situated, which will also be home to the future uniform distribution and accreditation centre. This European Games Gateway will be the hub for workforce members in preparing for the European Games.

Nar Mobile, one of the leading mobile operators in Azerbaijan and an Official Partner of Baku 2015, has extended its sponsorship to support Azerbaijan's biggest ever volunteer programme. As such, Nar Mobile will display extensive in-store promotion across their 140 stores in Azerbaijan and eight flagship stores in Baku. Additionally, it will create an innovative new mobile application that will allow the 12,000 volunteers to keep up to date with all the latest European Games news.

A separate volunteer application process has been launched for the Opening and Closing Ceremonies volunteer performer programme to cast 6,000 performers for the Opening and Closing Ceremonies. First auditions will begin in November. The Baku 2015 Ceremonies team will recruit people with great passion, high enthusiasm, energy and a desire to represent their country to the world.

The Opening Ceremony will be held in the newly-built National Stadium on Friday 12 June, in front of a capacity crowd of 68,000 people and a worldwide television audience of millions.

More details on how to apply to become a Ceremonies volunteer performer, who must be aged 18 and above, can be found [here](#).



Games Academy

The Baku 2015 Games Academy is a unique programme in the world of sport. It is an innovative and impactful learning platform initiated by BEGOC and the Azerbaijan Youth Foundation and endorsed by the European Olympic Committees.

Aiming to assist in further development of the human capital potential relevant for the successful delivery of Games-time operations and services, the Games Academy offers a variety of learning programmes to BEGOC staff and volunteers.

Through four intakes a total of 188 graduates, including 163 Azerbaijani graduates and 25 NOC graduates representing 21 European NOCs, have come through the Graduate Excellence Programme.

At the ADA University BEGOC staff members are offered a series of training courses aimed to enhance employees' personal and professional development through facilitated learning sessions, which are designed to be intensive and collaborative. These courses cover core skills to help our team be effective during the planning phase.

Games Experience

A group of representatives from each Directorate in BEGOC have had the opportunity to learn about the Games through the Games Experience Programmes. Further to their visits to different Games sites, participants share their learning through presentations to their teams, future Path Forward events and other learning activities.

- Glasgow 2014 Commonwealth Games - 10 members of the BEGOC team went to the Glasgow 2014 Commonwealth Games on the official observer programme. From 22 July to 4 August they attended presentations, observation sessions and venue visits.
- Asian Games Incheon 2014 – In total, 19 BEGOC team members travelled to South Korea for the Incheon Asian Games Experience, which gave them all a vital insight into Games-time operations at a continental multi-sport event. The Games took place from 19 September to 4 October and included 13,000 athletes and officials and a total of 36 sports.



Baku 2015 in the international arena

Baku 2015 European Games presented to UN General Assembly

The Baku 2015 European Games Chief Executive Officer and Azerbaijan's Minister of Youth and Sport Mr Azad Rahimov delivered a speech on 'Sport for Development and Peace' to the United Nations General Assembly in New York City. During the gala lunch Minister Rahimov informed the guests about the inaugural European Games and about the work that the country has been doing



with little more than two years to prepare for the European Games. Speaking to delegates, Minister Rahimov said: "Azerbaijan is becoming well positioned as a sporting nation. Our country has gained significant experience in hosting major events."

Baku 2015 European Games at the Georgian National Olympic Committee 25th Anniversary celebrations

On 9-10 October a delegation from Baku 2015 European Games and the Azerbaijan National Olympic Committee attended a two-day programme in Tbilisi, Georgia as part of the Georgian National Olympic Committee's 25th year anniversary celebrations. The events were organised in the framework of the International Olympic Committee's Olympic Solidarity National Olympic Committee Exchange and Regional Forums programme. The first day of the event coincided with the annual Regional Forum of National Olympic Committees of the Commonwealth of Independent States (CIS) and Baltic States, where the team from Baku 2015 made a presentation to update the participants about the progress on critical points as preparations for the Games continue at full capacity. Mr James Macleod, Director of Athlete Services and Operations at Baku 2015, informed delegates about the current progress and addressed the participants' questions. Mr Thomas

Bach, President of the International Olympic Committee, and Mr Patrick Hickey, President of the European Olympic Committees (EOC) and Mr Spyros Capralos, Chairman of the EOC Coordination Commission also attended the event, made a speech to congratulate the Georgian NOC and shared some recent updates with the sport community in attendance. They also had an opportunity to meet the President and Prime Minister of Georgia, as well as a number of promising young athletes who hope to take part in the inaugural European Games in June 2015. In total, delegates from 15 countries across the CIS and Baltic region took part in the event.

Baku 2015 European Games at the IOA European Youth Session 2014

On 6-8 August 2014, the Baku 2015 European Games executives participated in the European Youth Session held at the International Olympic Academy (IOA) in Olympia, Greece. The session, organised by the IOA, BEGOC and the Azerbaijan National Olympic Committee, consisted of lectures and workshops focused on promoting the history and values of the Olympic movement.

Azerbaijani NOC and Baku 2015 executives at ANOC General Assembly

Executives from the National Olympic Committee of the Republic of Azerbaijan and Baku 2015 attended the XIX Association of National Olympic Committees (ANOC) General Assembly in Bangkok, Thailand, to give an update on the progress being made towards delivering the inaugural European Games.



Sport



Rio 2016 Qualification available at Baku 2015

11 of the 20 sports at Baku 2015 now offer qualification opportunities for the next Olympic Games to be held in Rio, with four different levels of qualification available – Direct Qualification, Indirect Qualification, International Federation Qualification Standards, and Road to Rio.

The full list of the sports that offer Rio 2016 qualification opportunities include Archery, Athletics, Boxing, Cycling, Shooting, Swimming, Table Tennis, Taekwondo, Triathlon, Volleyball and Wrestling. More detailed information on the Rio 2016 Qualification is available on e-Qəzet and can also be found [here](#).

Wrestling expansion

The Wrestling competition will be boosted at next summer by the inclusion of six more weight categories.

In total, more than 480 wrestlers will now compete at Baku 2015 over six days of action, with 24 gold medals to be won in the men's and women's categories at the Heydar Aliyev Arena.

Sambo

In line with the European Olympic Committees' (EOC) vision to make the European Games innovative and pioneering, Sambo was recently included in the programme of Baku 2015. Sambo, an explosive mix of judo, jujitsu and wrestling as well as other fighting styles, is extremely popular in Azerbaijan with a long history throughout the surrounding Caucasus region. With Sambo's inclusion, a total of 20 sports will be on display next summer in Baku.

Competition schedule version 7

After further discussions with European Federations, BEGOC is pleased to present the seventh version of the Sport Competition Schedule for the Games.

As with all Sport Competition Schedules this will be subject to slight modifications in the months to come. BEGOC will continue to modify the daily and session schedules in conjunction with all parties concerned and make these available to NOCs via the e-Qəzet.



Sport Competition Schedule

Version: 8.0



Competition
Medal Days

Sport	Venue	Medals	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun	28-Jun
			Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Ceremonies	STA																		
Athletics	STA	1											1						
Gymnastics - Artistic	NGA	14				2			2		10	Gala							
- Rhythmic	NGA	8						1		1		6							
- Trampoline	NGA	4										4							
- Acrobatic	NGA	6								2		4							
- Aerobic	NGA	2										2							
Flag Square Cluster																			
Aquatics - Diving	BAC	8							2	2	2	2							
- Swimming	BAC	42												7	8	9	7	11	
- Synchronised	BAC	4				2	2												
- Water Polo	WAP	2									1	1							
Basketball 3x3	BBA	2															2		
Beach Soccer	BEA	1																	1
Beach Volleyball	BEA	2									1	1							
Volleyball	CH1	2																1	1
Fencing	CH3	12												2	2	2	3	3	
Taekwondo	CH3	8					2	2	2	2									
Karate	CH3	12		6	6														
Boxing	CH2	15														5	5	5	
City Cluster																			
Archery	TBS	5						1	2			1	1						
Badminton	BSH	5																2	3
Table Tennis	BSH	4				2				2									
Judo	HAA	18														5	6	5	2
Sambo	HAA	8											8						
Wrestling - Freestyle	HAA	16				4	4	4	4										
- Greco-Roman	HAA	8		4	4														
Western Venues																			
Canoe Sprint	MIG	15				5	10												
Cycling - BMX	BMX	2																	2
- Mountain Bike	VEL	2		2															
- Road	ROA	4							2		1	1							
Shooting	SHO	19					3	3	2	2	3	3	3						
Triathlon	BIL	2		1	1														
Total Medals		253		13	11	15	21	11	16	11	18	25	13	9	10	21	23	27	9

Villages



The continuing development of the Athletes Village (AVL) in Baku is progressing well and currently BEGOC is conducting inspections on all of the apartments in the residential area of the Village. The fit-out of level 1 where the Resident Centres, Recreation Centres, Super Recreation Centres, Polyclinic and Laundry Facilities are located has commenced.

The requirements for all furniture, fittings and equipment were finalised and the procurement process has commenced.

The design review for the Canoe Spirit Village (CVL), located 288km west of Baku in Mingachevir has been completed. Construction has commenced and the residential buildings are finished to the ninth floor.

The Media Village (MVL) continues to undergo major construction and fit-out work, with staff recruitment process taking place in parallel.

It is envisaged that buildings 1, 2, 3 and 4 will be finished by December this year. The fit-out of building 5 along with the other two buildings that are outside of the MVL area should be finalised at the beginning of 2015.

The fit-out of level 1 commenced on site at the end of October. The plan is to finish the fit-out in January 2015.

The operational dates of the villages can be found in the Key Dates section of this newsletter.



Canoe Sprint Village



Media Village

Ceremonies



Artistic Director appointed for Baku 2015

BEGOC has appointed Dimitris Papaioannou as the Artistic Director of the Opening Ceremony for Baku 2015. Mr Papaioannou – a renowned artist, choreographer, performer and visionary – is well known for his spectacular work as Artistic Director of the Athens 2004 Olympic Games ceremonies. Mr Papaioannou received a number of honorary acknowledgments for his previous accomplishments in creative art work for international multi-sport events. Amongst them is Golden Cross of the Order of Honour from the President of Greece for outstanding artistic achievement following his work at the Athens 2004 Olympic Games.

The Baku 2015 Opening Ceremony will depict what symbolises Azerbaijani culture and contemporary capital Baku in the broader picture of modern Europe, honouring at the same time Europe's finest athletes that will be competing in Baku next year.

Opening and Closing Ceremonies

A world-famous US production company, FiveCurrents has been contracted by BEGOC to produce the Opening and Closing Ceremonies for the First European Games.

FiveCurrents produced the Sochi 2014 Olympic Winter Games Ceremonies and other credits include the Rio 2007 and Guadalajara 2011 Pan American Games' Ceremonies, the 15th Anniversary of Cinco de Mayo and the Reveillon Copacabana New Year's Celebration for Rio de Janeiro.



NOC Services



Led by Sophie Lorant, Head of NOC Services, the team takes the lead on all service levels provided to athletes and team officials. As the key point of contact between BEGOC and the European NOCs, they will continue to provide the necessary information and assistance in the run-up to the Games.

Meet the team

The team currently has 12 international and local staff members, including the following staff who have joined in recent months:



Lauren Osborn – Content Writer, Sport Publications

Joins the team after more than five years working in communications for a number of UK sports governing bodies. Lauren holds a BA in Sports Public Relations and has also worked as part of the press team with the British Olympic Association during both the Beijing 2008 and London 2012 Olympic Games.



Turab Teymurov – Content Writer, Sport Publications

Has experience in communications, public relations and marketing, having worked at the largest business association in Azerbaijan and consumer goods industry. Turab holds a BA in Commerce and Business Administration and speaks Azerbaijani, English, Russian and Turkish.



Sabit Aghayev – NOC Regional Specialist

Has more than seven years of work experience in project management, banking, sales and office administration. Sabit holds an MBA from the Hult International Business School and is specialised as a certified project management professional. He speaks Azerbaijani, English, Russian, and Turkish.

NOC Games Plan 3

The NOC Games Plan has seen two major updates, with the most recent edition released in September 2014. The next editions of the Games Plan offering an overview of the key service levels provided by BEGOC during the Baku 2015 European Games will be released following the below schedule. Overall the NOC Games Plan will be updated three times throughout the operational planning period before Games time and will conclude with the Chefs de Mission Manual.

- Version 3 for the EOC General Assembly, November 2014
- Version 4 to be published after the 3rd NOC Open Day, February 2015
- Chefs de Mission Manual, May 2015

Every updated version of the Games Plan highlights the changes from the previous version.

The NOC Games Plan 3 is available on the e-Qəzet in both PDF and PowerPoint formats. In each section, NOCs will find key service levels, timelines and a snapshot of upcoming information. For more information, please visit [this link](#).

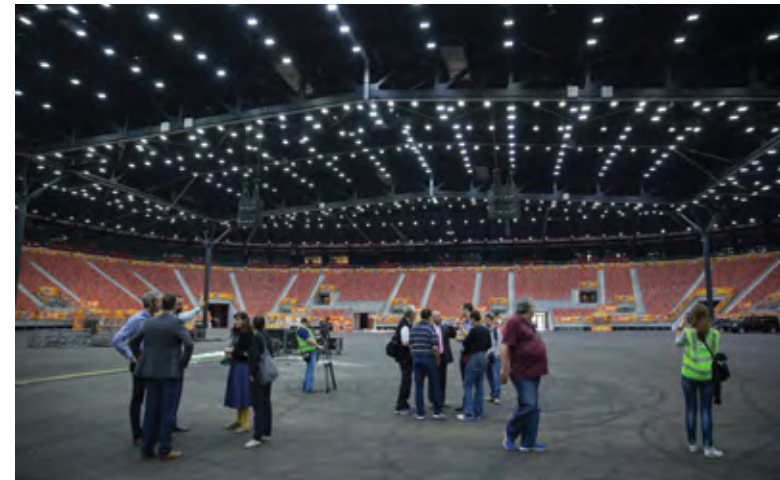
NOC Open Day 2 and Seminar for NOC Communications Managers, Press Attachés and Accompanying Sport Journalists

In September 2014, BEGOC conducted two milestone events - the second edition of the NOC Open Day (25-26 September) and the first Seminar for NOC Communications Managers, Press Attachés and Accompanying Sport Journalists (26-27 September). Both events were hosted at the Fairmont Baku.

NOC Open Day #2 was attended by 20 delegates representing eight European NOCs. The delegates participated in a plenary session, which covered major updates on the progress of preparation for BEGOC functions, as well as a Delegation Registration Process workshop and an expanded venue tour.

The first Communications Seminar for NOC communication managers and members of the international media brought together 62 delegates from around Europe. The seminar consisted of a plenary session and workshops delivered by a number of Baku 2015 directorates, including senior staff from Sport, Transport, Press Operations, Broadcast and Communications.

The seminar concluded with a comprehensive venue tour to most of the major competition sites, including the European Games Park (home to the Baku Aquatics Centre, Water Polo Arena, Beach Arena and Basketball Arena), the National Gymnastics Arena, Crystal Hall, Heydar Aliyev Arena, Tofiq Bahramov Stadium and the National Stadium, as well as the Athletes Village.



NOC Open Day 3

BEGOC is delighted to invite the European NOCs to attend the third edition of the NOC Open Day, which will now take place in Baku on 12-13 February 2015, as opposed to on 5-6 February 2015 as previously communicated. The confirmed venue for the seminar and further details about the logistical arrangements will be communicated to NOCs in December.

The Second Communications Seminar for European National Olympic Committees

BEGOC will host its second Seminar for NOC Communications Managers, Press Attachés and Accompanying Sport Journalists on 16-17 March 2015. Further details of the event will be communicated to NOCs in the next edition of the NOC Newsletter. Additional information will follow on e-Qəzet separately.

Delegation Registration Process

The Delegation Registration Process (DRP) is the official registration of each NOC delegation attending the Baku 2015 European Games. This process integrates all the necessary activities pertaining to the NOC registration process, starting with the Baku 2015 Chefs de Mission Seminar in June 2014, and will be completed with the distribution of the Pre-Valid Cards to NOCs in May 2015. It is mandatory for each NOC to go through the DRP before their team arrives in Azerbaijan.

The DRP will be led by the NOC Services team. Accreditation, Sport Entries and Village Allotment also play vital roles in this process. The following documents will be distributed in November 2014 as part of the registration pack:

- European Games Accreditation Manual
- Organisational Consent Form
- User Account Request Form
- NOC Accreditation Technical Guide
- Dignitary Accreditation Request Forms
- Sport Entries User Guide

The registration pack will be made available to NOCs on the e-Qəzet.



Accommodation

BEGOC has secured a number of hotels in Baku to cover the accommodation needs of the NOCs during the Games, as well as in Ganja and Mingachevir. Hotels are located near public transport and within a short distance from all competition venues and the Games Route Network. The NOC Accommodation Brochure features a total of 44 hotels for NOC guests based on four price bands. NOCs should have already submitted room requests for their guests through the Online Accommodation Portal. During the next stage, BEGOC will review the NOC booking requests and will confirm those in November 2014. A list of hotels for international spectators has also been made available on the e-Qəzet. More detailed information on accommodation, including the Baku 2015 Accommodation Brochure and the list of hotels for spectators in Baku, can be found [here](#).

Ticketing Sales Guide

The Ticketing Programme aims at establishing a high quality ticketing experience for clients and spectators. This begins before the ticket request phase and continues right through to Games time. NOCs can now submit their ticket requests before the international and national sales start.

The general Ticketing Sales Guide and the NOC-specific edition, available on the e-Qəzet, provide information on how to access the ticket sales webpage and how NOCs can plan and manage their ticketing needs. Currently, all ticket requests should be made by NOCs via the Baku 2015 Ticket Sales webpage only. More details on ticketing will be published on the -Qəzet.

NOC Rate Card Catalogue

Rate Card products will be available for rent during the Village pre-opening and official opening periods. The NOC Rate Card catalogue has been communicated to NOCs in October. The first ordering period has already started and will end on 19 December. For more information, please download the catalogue from the e-Qəzet.



Key dates

2014

November	Distribution of European Games Accreditation Manual, Organisational Consent Form, User Account Request Form, NOC Accreditation Technical Guide and Bulk Application for Accreditation Template Sport Entries User Guide distributed NOC Games Plan 3 update NOC Newsletter 4 distributed BEGOC sends the Accommodation Allocation Agreement (AAA) to NOCs Collection of estimated team size #2 as part of Delegation Registration Process (DRP) Customs and Freight Forwarding Guide
14 November	First diplomatic briefing in Baku
21-22 November	EOC General Assembly in Baku
28 November	Deadline for NOCs to submit initial ticket requests
December	Launch of online Accreditation system Press accreditation and accommodation processes begin
3 December	Security Webinar
12 December	50% payment upon receipt of signed AAA
15 December	BEGOC confirms initial ticket allocations to NOCs
19 December	Rate Card ordering period #1 deadline
20 December	Start of Rate Card ordering period #2



2015

February	NOC Games Plan 4 update NOC Newsletter 5 distributed
2 February	Deadline for NOCs to request changes to their ticket request (cancel, change or add)
12-13 February	NOC Open Day #3
12 February	Dignitary Accreditation Request Forms submitted to BEGOC Final payment deadline for Accommodation
27 February	Ticket payment deadline for NOCs
28 February	Collection of estimated team size #3 as part of DRP
4 March	Tickets on sale to the public
6 March	Press accreditation and accommodation deadlines
12 March	Accreditation application deadline for all NOC categories
16-17 March	Seminar for NOC Communications Managers, Press Attachés and Accompanying Sport Journalists
27 March	Signed accreditation data validation reports returned to BEGOC
1 April	Launch of online Sport Entries (eSEQ) system
May	Chefs de Mission Manual distributed to NOCs Pre-Valid Cards (PVCs) distributed to the press
1 May	Online Sport Entries (eSEQ) system closes Deadline for NOCs to submit athlete biographies to Press Operations

6-15 May	NOCs to return final accreditation status report BEGOC to contact all NOCs to review all data via conference call Collection of final team size as part of DRP Confirmation of Villages allotment as part of DRP
8-17 May	Pre-Valid Cards (PVCs) distributed to NOCs
3 June	Pre-opening of the Athletes Village (AVL) and start of Welcome Meetings PVC validation commences at the AVL
4 June	First Chefs de Mission meeting AVL Media Tour
6 June	AVL Media Tour
8 June	Official opening of AVL
9 June	Press Attaches briefing
10 June	AVL Media Tour Pre-opening of the Canoe Sprint Village (CVL)
11 June	Official opening of CVL
12 June	Opening Ceremony
18 June	Official closing of CVL
28 June	Closing Ceremony
1 July	Official closing of AVL
5 July	All NOC equipment must be removed from AVL

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