

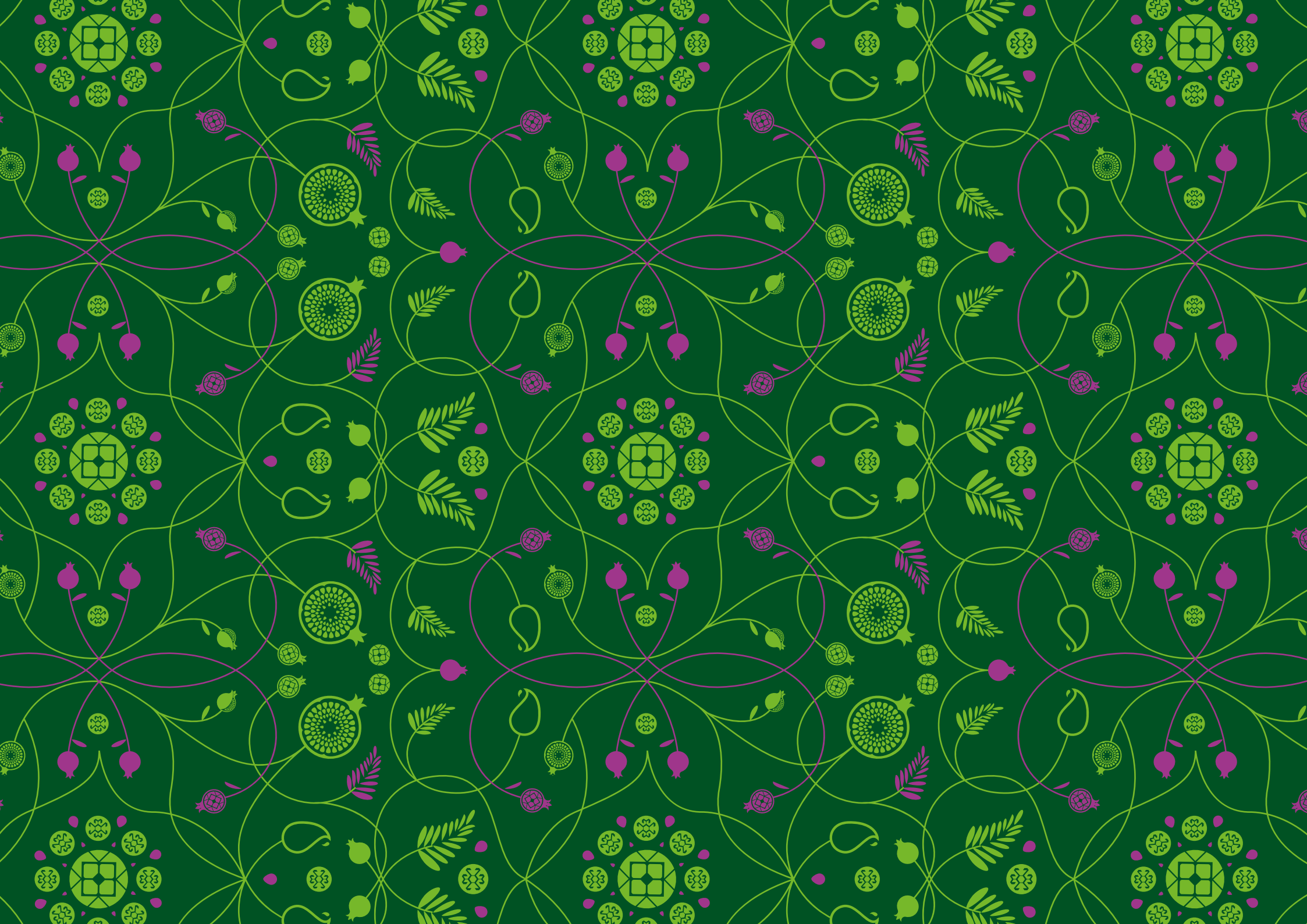


**Baku 2015**  
1st EUROPEAN GAMES

February 2015

# NOC Newsletter 5





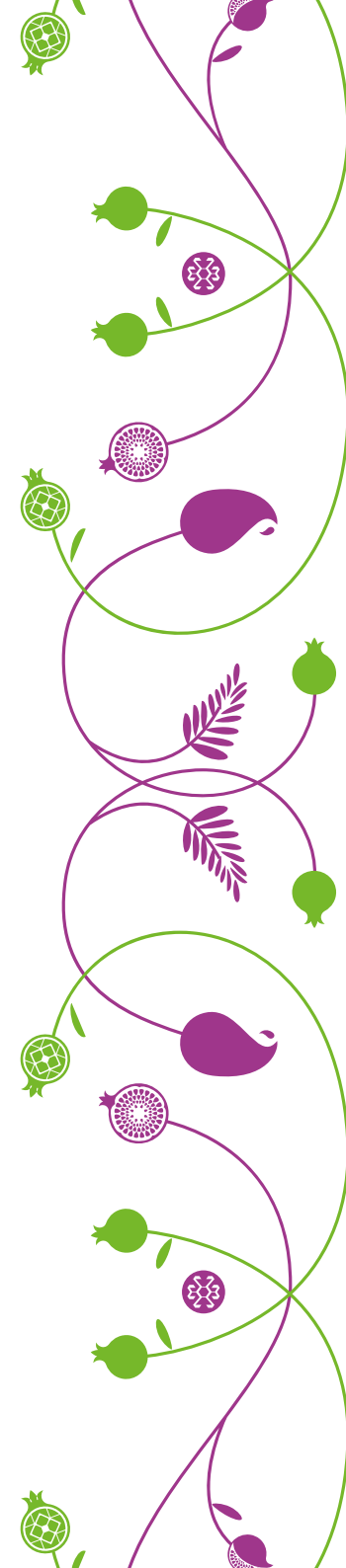
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I am delighted to introduce the fifth edition of our Baku 2015 European Games newsletter. Now that 2015 is upon us, the start of the inaugural European Games is only a few months away.

Since the publication of our last newsletter, significant milestones have been reached in the preparation of the European Games, including the 200 days to go event that took place in November. The Old City hosted an eye-catching display to mark the significant date, with our new mascots Jeyran and Nar projected onto the iconic Maiden Tower in a spectacular 3D light show.

BEGOC continues to expand at a rapid pace, with our internal Path Forward events for all staff providing the opportunity to reflect on what we have accomplished and see how the organisation continues to evolve. The Path Forward event in November 2014 took place at the stunning new National Gymnastics Arena and revolved around the Take Pride theme, in addition to a focus on the changes that need to be made as we approach Games time from an organisational structure.

On 5 February Ms Mehriban Aliyeva, First Lady of the Republic of Azerbaijan and Chair of the Baku 2015 European Games Organising Committee, welcomed members of the European Olympic Committees (EOC) Coordination Commission during their final visit to Baku ahead of this summer's inaugural European Games.

March and April will see the completion of the Baku Prepares series. The Open Joint Azerbaijani Championship in Gymnastics Disciplines, taking place in the first week of March, will confirm many important lessons identified during the European Rhythmic Gymnastics Championships test event that took place in June 2014. Less than two months from the start of the European Games, BEGOC will also conduct Boxing and Wrestling test events.

In parallel to test events and continuing into May 2015, a series of tests of the fields of play will also be used to validate critical aspects of sport competition including the field of play, sport equipment installation, results, timing and scoring technology, as well as key people within the sport competition team.

Another significant milestone is just around the corner, with 4 March marking 100 days to go before the Opening Ceremony. The official [baku2015.com](http://baku2015.com) website will unveil a brand new face on this day, with daily sports news, video features and social media at the heart of the new site. Available in English and Azerbaijani, [baku2015.com](http://baku2015.com) will welcome sports fans and organisations from all over Europe in the "Big in Baku" section of the site, where they will share their social media networks activities. Getting closer to the Games, [baku2015.com](http://baku2015.com) will launch dedicated outlets about the Torch Event as well as the Opening and Closing Ceremonies. Last but not least, [baku2015.com](http://baku2015.com) will launch its Mobile App in early June.

The excitement continues to build in Baku and Azerbaijan for everything this year has in store. Please do not hesitate to send your feedback or questions to the NOC Services team at [nocservices@baku2015.com](mailto: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



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# Progress

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## EOC General Assembly

Representatives from all European NOCs gathered in Baku in 21-22 November 2014 for the 43rd European Olympic Committees (EOC) General Assembly. According to senior figures from the NOCs in attendance, the Baku 2015 European Games is shaping up to be the biggest multi-sport event on the European calendar in 2015, and the ideal preparation for athletes ahead of the Rio 2016 Olympic Games.

BEGOC provided status updates and confirmed that preparations for Europe's inaugural continental multi-sport games are firmly on track. The NOC Presidents and Secretaries General also had a tour of several key venues including the National Stadium, the National Gymnastics Arena and the Baku Aquatics Centre.

Dr Thomas Bach, President of the International Olympic Committee, attended the EOC General Assembly. During his visit to Baku, he said: "I am deeply impressed to see the development here in regard to sport. "What I have seen and heard about the preparations for the Baku 2015 European Games makes me very confident they will be an outstanding success for European sport and also an outstanding success for Azerbaijan."



## Diplomatic Briefings

On 14 November 2014 BEGOC hosted first diplomatic briefing for heads of diplomatic missions accredited to Azerbaijan. Senior executives from Baku 2015 made presentations and gave speeches to more than 100 delegates from 60 countries on the latest developments of the inaugural European Games and future sporting opportunities in the country.

This diplomatic briefing was the first official meeting between the Diplomatic Missions and BEGOC, though a total of three briefings will be held in advance of the Games. It is one of many important milestones in the preparation of the inaugural European Games.

Ms Konul Nurullayeva, Director of International Relations at the Azerbaijan National Olympic Committee, discussed the role of National Olympic Committees in the approach to the European Games.

Mr Azad Rahimov, Baku 2015 Chief Executive Officer and Azerbaijan's Minister of Youth and Sport, spoke to delegates and Mr Simon Clegg, Baku 2015 Chief Operating Officer, provided an overview of the inaugural European Games.

On 19 February BEGOC hosted a second briefing for heads of diplomatic missions accredited to Azerbaijan. Senior executives from BEGOC made presentations and gave speeches to international representatives on developments in the run-up to the inaugural European Games, and the legacy the event will leave in Azerbaijan.

Mr. Paul J. Foster, Director of Protocol informed representatives of the Diplomatic Community about operational aspects of the 1st European Games Dignitary Programme like accreditation, arrivals & departures, accommodation, transport, security.

The 3rd and last Diplomatic Briefing will be convened in April.



## Baku 2015 mascot light show celebration

Inspired by Azerbaijani nature and heritage, Jeyran the Gazelle and Nar the Pomegranate have been unveiled as the official mascots for Baku 2015. The pair reflect both the country's proud history and promising future, and will symbolise the first European Games as they will be prominently featured on branding to promote Baku 2015.

Mr Azad Rahimov, Azerbaijan's Minister of Youth and Sport and Chief Executive Officer of Baku 2015, said: "We are extremely happy to introduce Jeyran and Nar to the world, and we hope that they will come to represent the excitement of the inaugural European Games. As symbols of Baku 2015, they will inspire, excite and entertain a new generation of sports fans in Azerbaijan and will be visible around the city and the country in the coming months."

Mr Charlie Wijeratna, Baku 2015 Commercial Director, said: "We wanted to help bring the European Games to life in a playful and colourful way, and we hope that Jeyran and Nar will become popular across all of Azerbaijan as we look forward to hosting Europe's elite athletes here at Baku 2015."



## First Lady Mehriban Aliyeva welcomes EOC members to final Baku 2015 Coordination Commission visit

Ms Mehriban Aliyeva, First Lady of the Republic of Azerbaijan and Chair of the Baku 2015 European Games Organising Committee, welcomed members of the European Olympic Committees (EOC) Coordination Commission during their final visit to Baku ahead of this summer's inaugural European Games.

The EOC Coordination Commission received updates from Baku 2015 European Games Operations Committee directorates and visited competition and non-competition venues during their visit on 5-6 February.

First Lady Aliyeva said: "The Games will mark a historic moment for European sport, and for Azerbaijan it will be a milestone in our progress as an independent, forward-looking member of the European family. We accepted the honour and responsibility of staging these inaugural Games, and today and tomorrow you will see that your trust in us has not been misplaced."

The Coordination Commission was also addressed by Mr Azad Rahimov, Azerbaijan's Minister of Youth and Sports and Baku 2015 Chief Executive Officer, who gave an update on progress made since the Commission's last visit in September 2014.

Minister Rahimov said: "Though we are fully on schedule, we know that there is no time for complacency, and that each day counts in fine-tuning our preparations. We are on track to deliver infrastructure worthy of sporting events of the highest calibre, and I am sure that this will be the case in Baku this summer when we host the first-ever European Games."

Taking a route along the Baku 2015 Games Route Network, the Coordination Commission members visited the Baku Shooting Centre, Mountain Bike Velopark, Heydar Aliyev Arena, and a drive-by of the European Games Park.

The tour concluded with the official opening of the Baku 2015 Uniform

Distribution and Accreditation Centre (UDAC) by Minister Rahimov. All Flamekeepers – the successful applicants to the Baku 2015 volunteer programme which is supported by Nar Mobile – will register and collect their specially-designed uniforms from the new building prior to the Games.

Mr Spyros Capralos, Chairman of the EOC Coordination Commission, said: "Seeing the progress of the world-class sports facilities on the venue tour and following the Games Route Network between venues has been invaluable for myself and my Commission. It was also a great experience to be present for the UDAC official opening."

Mr Simon Clegg, Chief Operating Officer of Baku 2015, added: "We have been working non-stop to deliver world-class Games, and the EOC Coordination Commission's visit is Baku 2015's opportunity to share the results with Europe's sporting community. It was a great pleasure to host the Coordination Commission members and familiarise them with the Baku 2015 venues and Games Route Network."





## 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.

Visible overlay progress has been made on the Ceremonies Rehearsal Compound at the National Stadium, with rehearsals set to begin in early March. The main compound tent, which will conceal the performers as they prepare for the Ceremonies, is now clearly recognisable and is approximately the size of a football field.

Enabling works for the Mountain Bike Velopark and Bilgah Beach venues are almost complete and ready to accommodate Games-time overlay.



## Broadcast and sponsorship

In September 2014, BEGOC announced its first international broadcast partnership with NTVspor, a leading sports broadcaster in Turkey. Since then, broadcast sales have continued at a very promising pace with a number of high-profile agreements having now been finalised.

Over the past five months, BEGOC has finalised and announced broadcast agreements across 40 countries worldwide. Most recently, BEGOC rung in the New Year by agreeing a deal with pay-TV giant Sky Italia in order to bring the European Games to their vast following across Italy. Sky Italia joins the expanding list of European rights holders which currently includes Albania (Tring Media), Andorra (L'Equipe 21), Austria (Sport 1), Belarus (Belarus TV & Radio), Belgium (Sport 10), Czech Republic (DigiSport), France (L'Equipe 21), Germany (Sport 1), Hungary (DigiSport), Luxembourg (RTL), Moldova (Moldova Sport TV), Monaco (L'Equipe 21), Romania (DigiSport), Slovakia (DigiSport), Switzerland (Sport 1) and Turkey (NTVspor).

BEGOC has recently signed contracts to ensure the inaugural event will also be broadcast in Spain, Portugal, Estonia, Latvia and Slovenia. The new deals, with public broadcasters RTVE (Spain), ERR (Estonia), LTV (Latvia), RTV Slovenija (Slovenia), and subscription-based Sport TV (Portugal), all include daily coverage commitments or a minimum number of sport competition hours to be screened during the Games. Baku 2015 now has agreements in place to allow over one billion viewers worldwide to follow the event.

Baku 2015 European Games has also signed broadcast deals to ensure this summer's inaugural event will be shown in Greece and Finland. New Hellenic Radio, Internet and Television (NERIT), the main public service provider in Greece, will broadcast live coverage of the first European Games on a daily basis, as well as the spectacular Opening and Closing Ceremonies on their TV and online platforms. National free-to-air Finnish broadcaster, Yle, will show the Opening and Closing Ceremonies live, as well as daily live coverage and a sports highlights package. The station will also broadcast all 800 hours of live

coverage provided by host broadcaster ISB on their popular website and digital platforms.

There has also been great interest in the Baku 2015 European Games from outside of Europe as BEGOC expects to see the Games covered in each continent across the world. So far, BEGOC has announced partnerships in China (CCTV) and Japan (TBS), as well as finalising an agreement with the Arab States Broadcast Union, which accounts for all of their member states.

The latest broadcast partner to be announced by BEGOC on 20 February 2014 was a highly significant deal with Universal Sports, who have been awarded the rights in USA and Canada. Universal's coverage will grant vast exposure and raise awareness of the European Games across USA, a nation embedded in sporting and Olympic history.



The Commercial programme continues to grow with the signing of Coca-Cola, the seventh Official Partner of the Baku 2015 European Games, which joins Azerbaijan Airlines, BP, Nar Mobile, P&G, SOCAR and Tissot. The Coca-Cola deal will see the Baku 2015 brand exclusively displayed on the company's Coca-Cola and Bonaqua water labels throughout Azerbaijan. Coca-Cola will also release limited edition product packaging dedicated exclusively to the Baku 2015 European Games and launch an integrated marketing campaign to help raise awareness of the Games.

BP recently hosted an event to celebrate the Games Academy Graduate Excellence Programme, of which it is the exclusive partner. The event was attended by all 188 participants of the Programme (162 from Azerbaijan and 26 representing international NOCs), plus senior executives from BP and the Baku 2015 European Games.

Azerbaijan Airlines introduced boarding passes with the colourful Baku 2015 brand which will adorn more than 800,000 of the airline's boarding passes until the finale of the European Games in June.

Nar Mobile has sponsored the Baku 2015 European Games volunteer programme, which is the largest ever programme of its type within Azerbaijan. As part of the partnership, Nar will create a unique mobile application that will allow all 12,000 volunteers to keep up to date with all the latest European Games news and specific information regarding their roles.

Baku 2015 European Games has also announced that food producer Azersun Holding and supermarket chain Bazarstore are now Official Supporters of the inaugural event. As Official Supporters of the event, Azersun Holding and Bazarstore will benefit from unrivalled marketing activation opportunities in the run-up to and during the Games.

Baku 2015 has recently signed an agreement with Nakhchivan Automobile Plant (NAZ) to become an Official Supporter of this summer's inaugural European Games. As part of the agreement, NAZ, the largest manufacturer of consumer vehicles in Azerbaijan, will have exclusive rights in the country for the Baku 2015 automobile brand category.



## Volunteer Recruitment Update

BEGOC continues to have success in its recruitment of volunteer candidates. With 16,000 registrations for approximately 12,000 roles, the interview process has started and BEGOC is working to match volunteer candidates with the appropriate skills and interests with Games-time positions. These volunteers will be known as Flamekeepers, a name that reflects the volunteers' central role in promoting the spirit of the event and is also an homage to Azerbaijan, the Land of Fire, and the passion and warmth of its people.

The Games-time workforce training programme will be launched in February, with further training on Event Leadership and Role-Specific training taking place at a dedicated training facility. This training facility is located under the same roof as the volunteer interview centre and will eventually become home to the Uniform and Accreditation Centre. This facility will be the hub for workforce members in preparing for the European Games.

A separate volunteer application process has also been launched for the Opening and Closing Ceremonies volunteer performer programme to cast 6,000 performers for the Opening and Closing Ceremonies, with the first auditions beginning this past November.

NOC Assistants will begin attending Orientation and Common Role trainings starting from February 2015 followed by Role-specific trainings in March and April. The Role-specific Training Programme comprises 3 modules covering Olympism, Baku 2015 and the Flamekeepers (Baku 2015 volunteers), Villages and Village services, ceremonies, Games-time operations. NOC Assistants will also attend Venue-specific trainings in May and June 2015.

On 24 February Baku 2015 European Games revealed the design of the uniform that participants in the Nar Mobile-supported Flamekeeper volunteer programme will wear. The design of European Games technical officials' uniforms was also presented. The uniform launch was part of the Flamekeeper orientation session, a lively evening of information and entertainment organised by Baku 2015 for more than 4,000 volunteers. It was held at the Heydar Aliyev Arena, a newly-refurbished venue which will host the Baku 2015 Sambo, Judo and Wrestling competitions.





Kseniya Moustafaeva

## Baku 2015 European Games announces first international Athlete Ambassadors

Baku 2015 European Games has announced the first international Athletes Ambassadors for this summer's inaugural event. The high-profile athletes have been selected to represent their sports, and will feature in marketing campaigns around the continent to promote the first ever European Games.

French rhythmic gymnast Kseniya Moustafaeva and Denmark's canoe sprint athlete René Holten Poulsen have been selected along with Serbia's Basketball 3x3 team of Dušan Domović Bulut, Marko Savic, Marko Zdero and Dejan Majstorovic and Great Britain Taekwondo athlete Jade Jones.

Mr Simon Clegg, Chief Operating Officer of Baku 2015, said: "The Ambassador programme will see support for the inaugural European Games from high profile athletes from around Europe as well as Azerbaijani medal hopefuls, so we are confident it will be a success.

"I would like to congratulate the first of our international Athlete Ambassadors that have been selected and we are very much looking forward to working with them and the remaining Ambassadors who will be announced over the coming months to help promote Baku 2015."

The six athletes will feature in extensive marketing campaigns in their home countries and on social media to promote the European Games.

BEGOC recently also announced 11 Azerbaijani Athlete Ambassadors.



Jade Jones

# Sport

## Competition factsheets

BEGOC published a series of competition factsheets at the end of 2015, which provide a quick overview of the key information for each sport discipline. Topics within each factsheet include competition format, rules and regulations, venue overview and training summary. The full set of competition factsheets can be found on the e-Qəzet, the NOC online information platform which is the primary means of communicating between NOCs and BEGOC.

More detailed and updated information on each sport discipline will be published as part of the Games-time Guides in May.



The graphic features the Baku 2015 logo at the top left and a circular icon of a table tennis player at the top right. The main title is 'Table Tennis at the Baku 2015 European Games'. Below this, it lists the competition venue as 'Baku Sports Hall' and the start date as '13 June'. At the bottom, it specifies '7 days of competition', '128 athletes', and '4 medal events'. The bottom right corner is decorated with a stylized green floral and fruit pattern.

**Baku 2015**  
BY EUROPEAN GAMES

Table Tennis

## Table Tennis

at the Baku 2015 European Games

Competition venue: **Baku Sports Hall**

Competition starts: **13 June**

**7** days of competition | **128** athletes | **4** medal events

## Competition schedule v8

After further discussions with European Federations, BEGOC is pleased to present the eighth 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-Qazet.

Baku 2015 EUROPEAN GAMES		Daily Schedule																			
		Language: English																			
				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 0	Sat 1	Sun 2	Mon 3	Tue 4	Wed 5	Thu 6	Fri 7	Sat 8	Sun 9	Mon 10	Tue 11	Wed 12	Thu 13	Fri 14	Sat 15	Sun 16	
<b>Village Cluster</b>																					
<b>STA</b> National Stadium	<b>CE</b> Ceremonies																				
	<b>AT</b> Athletics																				
<b>NGA</b> National Gymnastics Arena	<b>GA</b> Artistic Gymnastics																				
	<b>GR</b> Rhythmic Gymnastics																				
	<b>GT</b> Trampoline																				
	<b>AC</b> Acrobatic Gymnastics																				
	<b>AE</b> Aerobic Gymnastics																				
<b>Flag Square Cluster</b>																					
<b>BAC</b> Baku Aquatics Centre	<b>DV</b> Diving																				
	<b>SW</b> Swimming																				
	<b>SY</b> Synchronised Swimming																				
<b>WAP</b> Water Polo Arena	<b>WP</b> Water Polo																				
<b>BBA</b> Basketball Arena	<b>B3</b> Basketball 3x3																				
<b>BEA</b> Beach Arena	<b>BF</b> Beach Soccer																				
	<b>BV</b> Beach Volleyball																				
<b>CH1</b> Crystal Hall 1	<b>VO</b> Volleyball																				
<b>CH2</b> Crystal Hall 2	<b>BX</b> Boxing																				
<b>CH3</b> Crystal Hall 3	<b>FE</b> Fencing																				
	<b>TK</b> Taekwondo																				
	<b>KA</b> Karate																				
<b>City Cluster</b>																					
<b>TBS</b> Tofiq Bahramov Stadium	<b>AR</b> Archery																				
<b>BSH</b> Baku Sports Hall	<b>BD</b> Badminton																				
	<b>TT</b> Table Tennis																				
<b>HAA</b> Heydar Aliyev Arena	<b>JU</b> Judo																				
	<b>SC</b> Sambo																				
	<b>WR</b> Wrestling																				
<b>FSQ</b> Freedom Square	<b>CR</b> Cycling Road																				
<b>Western &amp; Other Venues</b>																					
<b>BIL</b> Bilgah Beach	<b>TR</b> Triathlon																				
	<b>CR</b> Cycling Road																				
<b>MIG</b> Mingachevir	<b>CF</b> Canoe Sprint																				
<b>BMX</b> BMX Velopark	<b>CB</b> Cycling BMX																				
<b>VEL</b> Mountain Bike Velopark	<b>CM</b> Cycling Mountain Bike																				
<b>SHO</b> Baku Shooting Centre	<b>SH</b> Shooting																				

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# Villages

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The Athletes Village (AVL) in Baku is nearing completion and is on schedule for the 1 March handover to BEGOC. The temporary overlay builds, which includes the Main Dining Hall and the Best of Azerbaijan catering facilities, will commence soon, following ground preparation and infrastructure works. Much of the furniture, fixtures and equipment has arrived and staff are now in the process of implementing a robust move-in and checking procedure to ensure that these items are in their Games-time positions in anticipation for NOC arrivals.

Construction of the Canoe Sprint Village (CVL) in Mingachevir is progressing on schedule. Landscaping and paving is taking place in parallel with building construction, which was observed by the President of the Republic of Azerbaijan, Ilham Aliyev, last month.

Major exterior works on the Media Village (MVL) are complete and interiors should be finished in March. The construction programme continues to make good progress and it is anticipated that internal inspections of the accommodation will commence in February.

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



Athletes Village



Canoe Sprint Village



Media Village



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# Ceremonies

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## Torch Journey

Baku 2015 has confirmed the route for the Torch Journey, which will travel through 60 cities across Azerbaijan beginning at the end of April, following the capturing of the Flame Ceremony at the historical site of Ateshgah, until the Opening Ceremony on 12 June. The torch will pass through numerous cities, villages, ancient sites and places of outstanding natural beauty. Festivities organised along the relay route will announce the coming of the Games and will offer thousands of people the opportunity to come together and share the spirit of the Games.

## Opening and Closing Ceremonies

BEGOC is delighted to announce a world-class creative team to deliver the Opening and Closing Ceremonies for the Baku 2015 European Games. Two teams will be dedicated to helping the Artistic Directors transform their ideas into realities.

As the Artistic Director of the Opening Ceremony, Dimitris Papaioannou has assembled an international team represented by Michael Curry as Art Director, Yashi Tabassomi as Costume Designer and Teodor Currentzis as Music Director. James Hadley, the Artistic Director for the Closing Ceremony, has a team comprised of: Josh Angen, Production Designer; Liz Vandal, Costume Designer; and Christian Steinhauser, Music Director.



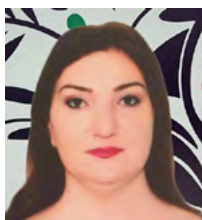
# NOC Services

## Meet the Team

We are happy to announce that the NOC Services team is now at full strength with three new starters joining us in January and we look forward to providing you our best service.



**Sevda Jahangirova – NOC Services Centre Specialist – AVL**  
Has four years of experience of working with NGOs. She has recently graduated from Sussex University with a Master of Arts degree in International Relations, for the programme of Conflict, Security and Development. Sevda speaks Azerbaijani, Russian, English, Turkish and basic French.



**Aygun Ahmedova – NOC Services Centre Manager – CVL**  
Has 16 years of experience in designing and managing international aid development projects. She holds a BA in Economics and speaks Azerbaijani, Russian, English and Turkish.



**Jamil Huseynov – Deputy NOC Services Centre Manager – CVL**  
Has six years of experience in the youth field. He graduated from Azerbaijan University of Languages and holds a BA in American Studies. Jamil speaks Azerbaijani, English and Turkish.



## NOC Relations Team



**Sophie Lorant – Head of NOC Services**

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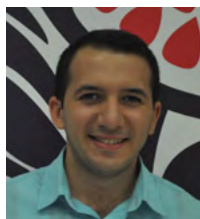
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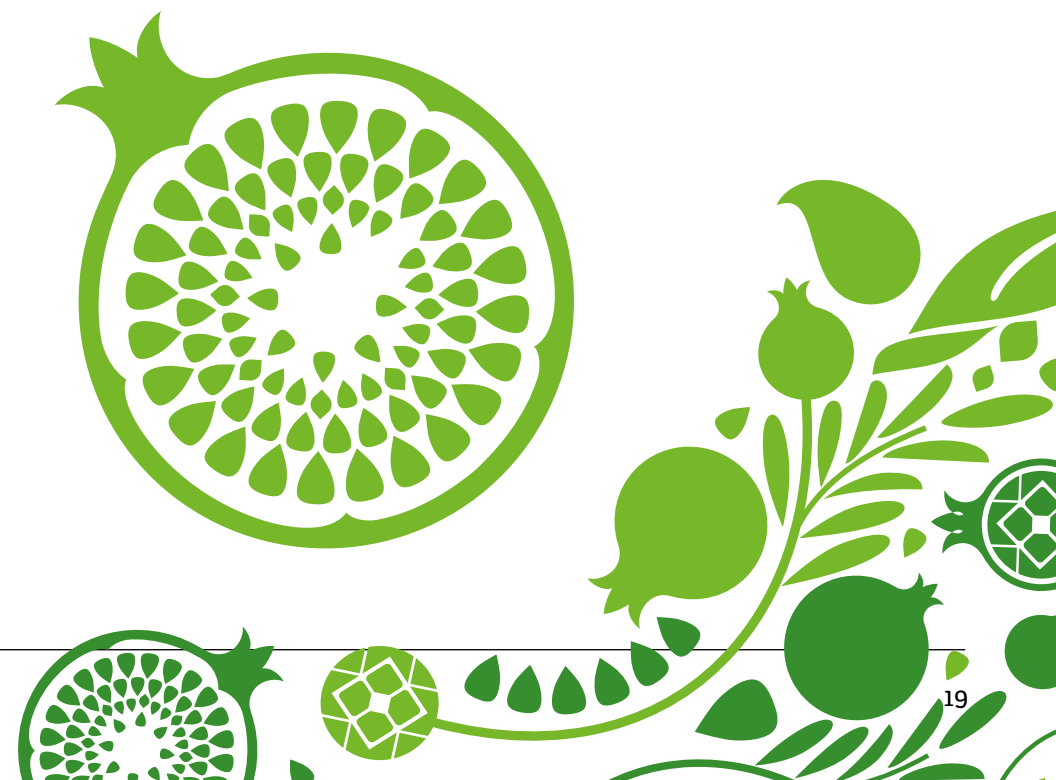
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## NOC Open Day 3

Representatives from 22 National Olympic Committees (NOCs) of Europe gathered in Baku this week to take part in the third, and final, NOC Open Day ahead of this summer's inaugural European Games.

The three-day programme saw 59 delegates from around Europe receive updates on the latest Games preparations, with presentations and workshops delivered by several Baku 2015 directorates including Medical and Anti-doping, Transport, and Accommodation.

The delegates also had the opportunity to visit and inspect the progress made at many of the Baku 2015 competition venues, including the newly-built National Stadium and European Games Park.

Mr Simon Clegg, Chief Operating Officer of Baku 2015, said: "It was a pleasure to be able to welcome so many delegates from the NOCs of Europe to our final Baku 2015 NOC Open Day. I am very proud to be able to show the excellent progress we have made since the second Open Day session in September last year, especially the construction of our spectacular venues which will host world-class sport this summer."

As well as touring venues in Baku, the delegates had the opportunity to visit the Canoe Sprint facility in Mingachevir, which will host the Canoe Sprint competition from 14 – 16 June.

Mr Peter Brüll, Chef de Mission for Finland, said: "We are very excited about the first European Games and are all looking forward to seeing what they bring. It is great for our athletes to be able to compete at a new event and enjoy different experiences."

"From what we have seen, the quality of the event is going to be a lot better than we had initially expected and a number of the plans seem to be on par with an Olympic Games, if not better. Because it is a smaller competition with fewer athletes than the Olympics, it seems the Baku 2015 organisers have been able to use the opportunity to really tailor the event to meet everyone's needs."

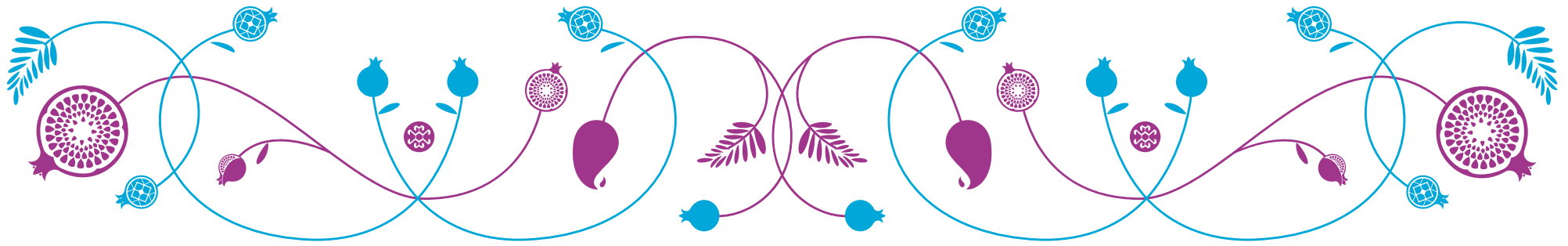
Mr James Macleod, Director of Athlete Services and Operations, added: "Our three NOC Open Days have given us an excellent opportunity to welcome all 50 NOCs of Europe to Baku and update them on our preparations."

"I am fully confident that all the NOCs will be delighted with the facilities on offer to their athletes and I am sure Baku 2015 will be an event that will live long in the memory of everyone involved."



## NOC Communications Seminar

The next communications seminar will take place on 16-17 March. The participants are expected to arrive on 15 March and depart on 18 March. The following presentations will be delivered during the event – Press Operations Update, Ceremonies Update, Marketing Key Communications Milestones, Games-time Digital Communications, Content and Torch Relay Promotion support. A venue tour is planned for 17 March.



## Security webinar

The first BEGOC Security Webinar was conducted on 3 December 2014 and included participants from BEGOC Security, the Azerbaijani Government Security Authorities (GSA) and NOCs that expressed interest in participating

The aim of the Webinar was to provide the NOCs with an update on the current Venue Master Plan and spectator capacities, to highlight the partnership between BEGOC Security and the GSA, and to provide an overview of the respective roles and responsibilities.

The webinar also provided an overview of the Games security arrangements including:

- Venue Protective Security Overview
- Athlete Security in Transit, including bubble-to-bubble arrangements for the secure movement of athletes from the Villages to the venues;
- Supply chain and logistics security, deliveries to venues;
- Securing the Games Route Network
- Security measures for Games Family Hotels
- Access control and security screening arrangements for accredited Client Groups and ticketed spectators

BEGOC and GSA representatives look forward to hosting the second NOC Security Webinar on 17 March and the third on 14 April.

## Press Accreditation

BEGOC is currently accepting applications for press accreditation; in less than four weeks BEGOC received more than 467 applications from 44 countries. The deadline for submitting applications is 6 March.

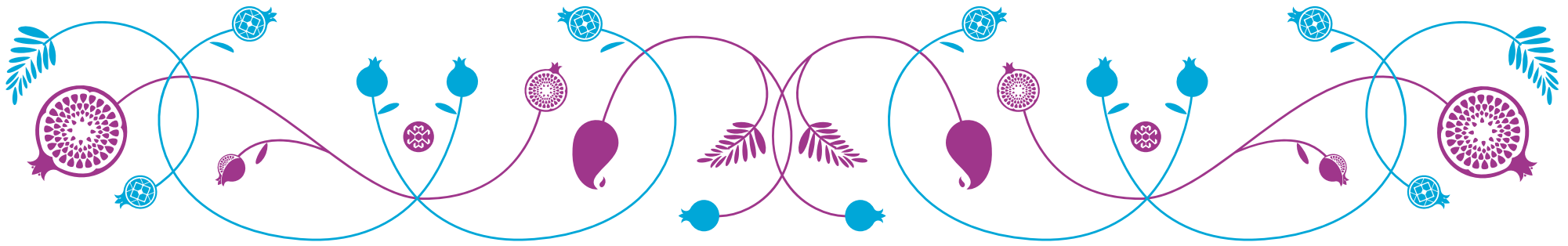
NOCs are kindly asked to encourage the press from their countries to apply for accreditation as soon as possible. BEGOC cannot guarantee that applications will be accepted after the 6 March deadline.

The application process has two steps: press must first register for the Press Extranet, which provides important operational information about covering the Games, and then submit their accreditation application using an online form available on the extranet. A passport-style photo on a white background must be attached before submitting the form.

Press accreditation is available in three categories:

- E: journalists, editors, digital journalists, freelance journalists, or photo editors
- EP: photographers and technicians
- ENR: non-rightsholding broadcasters

Any queries to the guide can be sent directly to [pressoperations@baku2015.com](mailto:pressoperations@baku2015.com)



## Arrivals and Departures system

A web-based arrivals and departures system (ADS) for capturing information for all of the Games Family was launched in early February. This system captures international arrivals and departures to Baku and Ganja, and also internal flights between Baku and Ganja.

All scheduled flights into Azerbaijan are loaded into the system so the initial step of setting up travel plans for groups of travellers may be simplified to entering the date and flight number.

The delegates' details will be transferred from the Accreditation system and an entire team or other group can be searched for and assigned to a travel plan with just a few clicks.

The system is very similar to the one used for the London 2012 Olympic Games so users will likely find it familiar. When the system is launched, a user guide with full process descriptions and screenshots is available on e-Qəzet.

For any additional information on the ADS, please email [AAD@baku2015.com](mailto:AAD@baku2015.com)

## Ticketing update

Since October 2014, Baku 2015 has provided clients and spectators with the tools required to plan and manage the ticket needs, ensuring that the ticket purchase process – from request through to communication of seat locations and ticket delivery – is executed in a timely and efficient manner.

Following receipt of the confirmed requests, NOCs are able to make changes to their requests based on the remaining availability of tickets. Any requests for additional tickets should be submitted on the Ticket Sales web page by completing a new request after the general public sales launch.

In March 2015, tickets for the Baku 2015 European Games will go on sale to the General Public. BEGOC will conduct international sales directly through the Baku 2015 official Ticket Sales web page. Spectators will be able to buy tickets through the online ticket sales channel as well as at the city ticket outlets or venue ticket box offices during Games time.

Starting from the first week of April, the general public will also be able to buy tickets at the city ticket outlets and collect their previously purchased tickets.

More details on ticketing will be published on the e-Qəzet.

# Key dates

## 2015

<b>4 March</b>	Deadline for NOCs to submit requests and payment via the Accommodation Portal for Sport Ministers Deadline to validate Presidents and Secretaries General's rooms via the Accommodation Portal
<b>6 March</b>	Press accreditation and accommodation deadlines
<b>12 March</b>	Accreditation application deadline for all NOC categories
<b>16 March</b>	Start of Games-time Rate Card ordering period
<b>16-17 March</b>	Seminar for NOC Communications Managers, Press Attachés and Accompanying Sport Journalists
<b>17 March</b>	Security webinar #2
<b>20 March</b>	Launch of international and domestic online ticket sale
<b>30 March</b>	BEGOC to pay 70% of total proposed Support Grant amount to NOCs
<b>31 March</b>	Deadline for nominated NOC Assistant candidates to register on the Baku 2015 volunteer portal
<b>April</b>	Third diplomatic briefing in Baku
<b>1 April</b>	Launch of online Sport Entries (eSEQ) system
<b>14 April</b>	Security webinar #3
<b>1 May</b>	Online Sport Entries (eSEQ) system closes
<b>3 May</b>	NOC Games-time Plan published on the e-Qəzet.

<b>6-15 May</b>	BEGOC to contact NOCs to review all Accreditation and Sport Entries Data via conference call Collection of final team size as part of DRP NOCs to return final accreditation status report Confirmation of Villages allotment as part of DRP
<b>8-17 May</b>	Pre-Valid cards (PVCs) distributed to NOCs
<b>29 May</b>	Media Village opens
<b>3 June</b>	Pre-opening of the Athletes Village (AVL) and start of Welcome Meetings
<b>4 June</b>	First Chefs de Mission meeting
<b>8 June</b>	Official opening of AVL
<b>9 June</b>	Press Attaches briefing
<b>10 June</b>	Pre-opening of the Canoe Sprint Village (CVL)
<b>11 June</b>	Official opening of CVL Athlete Welcome Ceremony at AVL EOC Medical Commission meeting
<b>12 June</b>	Opening Ceremony
<b>18 June</b>	Official closing of CVL
<b>28 June</b>	Closing Ceremony
<b>1 July</b>	Closing Ceremony of AVL
<b>5 July</b>	All NOC equipment must be removed from AVL



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