INTRODUCTION & OBJECTIVES

In the past years, the FEI has undertaken a modernisation process of its management according to the evolution of the sport in the society and its professionalization very much linked to the new technologies.

Therefore, in order to follow this movement and manage National equestrian Federation in the best way, NFs Secretary Generals and NFs Administrators need to understand the position of the FEI in the Olympic Movement, the Services the FEI offers to its Members and how all this works. In other words, to learn about the FEI Culture.

MAIN GOAL

Through this course, the FEI main goal is to support its Member NFs in their structuration, development and reinforcement phase by ensuring each NF has competent Human Resources to administrate the sport in cooperation with the FEI and deliver professional services to its Members.

CONTENT OF THE COURSE

The content of this course is based on these 5 main CHAPTERS:

1. NF position in the Olympic Movement, Structure & Constitution
2. NF Administration of the FEI Rules & Regulations
3. FEI Sports/Disciplines Structure & Administration
4. FEI Services & Tools for NFs
5. Communication & Marketing

PROGRAMME OF THE COURSE

This course is organised by the FEI to the benefit of its Member NFs in development process, once every year:

- Course duration: 5 days
- Attendance: according to specific application procedure
- Place: FEI HQ, Lausanne Switzerland
- Financing: FEI Solidarity
- Language: English
- Certificates: of Attendance
CHAPTER 1: The NF Position, Structure & Constitution

1. Definition of the FEI
2. Definition of the NF
3. The NF in the Olympic Movement
4. The NF Liaison Office
   - Role and Missions of the NF
   - NF Statutes – Guidelines for a Model of a Constitution
   - Elections
   - Member requirements
   - General Assembly / Extraordinary General Assembly’s administration
   - Board meetings
   - Good Governance Principles
6. Finance & Insurance Administration
   - NFs financial relationships with the FEI
   - Financial management of a “small” National Federation

CHAPTER 2: National Federation Administration of Rules & Regulations

1. International Veterinary Regulations – NF Responsibilities
   - FEI Veterinarians
   - Passports & Recognition Cards
   - Biosecurity & International Movement
   - Equine Anti-Doping & Controlled Medication (EADCM)
   - Equine Fatalities
   - Pony Measuring
   - FEI Veterinarians
   - Appointment of FEI Veterinarians
   - Testing Technicians
   - Permitted Quine Therapists

2. Human Anti-Doping Regulations
   - Doping in History
   - What exactly is doping?
   - What are “Prohibited substances and Methods”?
   - Why doping is a problem?
   - How does sport fight against doping – WADA
   - What is Anti-Doping work about?
   - Doping Sanctions
   - The FEI’s role
   - The NF’s role
   - The Athletes responsibility & Rights
   - Anti-Doping Education
3. Athletes Nationalities
   - What is “Sport nationality
   - FEI Rules on Sport nationality
   - Sport nationality changes
   - The concept of “Host NF”
   - Sport nationality, FEI Database and Entry System
   - What to do if...?

4. Harassment & Abuse in Sport
   - What is Harassment & Abuse?
   - Why should NFs be watchful for Harassment & Abuse?
   - How can Sport fight against Harassment & Abuse
   - Examples of Policies on harassment & Abuse

5. FEI Calendar Rules & Procedures
   - How to use it (deadlines)?
   - How to enter an Event in the Calendar?
   - Clashes
   - FEI Official Calendar Form
   - FEI Calendar Fees

6. Education of FEI Officials
   - What is an FEI Official?
   - What are their different Roles at Events
   - What is the process of becoming and progressing as an FEI Official?
   - How to organise an FEI course for Officials (requirements, dates, etc.)

7. Veterinary Education

CHAPTER 3: FEI Sports Structures & Administration

1. FEI Sports Disciplines
   - NF Administration of the Sport Structure
   - Jumping
     - International Events
     - Prize Money system
     - Athletes’ age category
     - Penalties table
     - Type of competitions
     - The Draft Schedule
   - Dressage
     - General Principles
     - The training scale
     - International Dressage Events (Categories of Events)
     - National Competition Structure in line with FEI Regulations
Para-Equestrian Dressage
- Competition Venue & Testing
- Classification of Athletes
- FEI Para-equestrian Classifiers
- Equipment – Standard & Non-standard compensation Aids
- Categories of Para-Equestrian Dressage Events
- Paralympic Games
- Format of the Competitions
  - At CPEDIs
  - At FEI Championships & Games
- FEI Officials – Ground Jury
- Classifiers at Events
- FEI Para-Dressage Officials

Eventing
- The Three phases of the Competition
  - Dressage
  - Cross Country
  - Jumping
- Scoring
- Format of the Competitions
- Athletes’ Qualification
- Risk management
- FEI Eventing Officials

Driving
- Para-Driving
- The Three phases of the Competition
- Scoring
- Format of the Competitions
- The Categories of Competitions
- The Grooms
- FEI Driving Officials

Endurance
- Scenario of an Endurance Competition
- Athletes/horses Requirements & Specificities to compete in Endurance
- Format of the Competitions
- Requirements to organise Endurance Competitions
- FEI Endurance Officials

Vaulting
- The Age of Vaulters
- The Category of Competitions
- The Format of the Events & Competitions
- FEI Vaulting Officials
- Scoring

Reining
- Category of Competitions
- FEI Reining Officials

Support to the Event Organisers
- What is FEI Knowledgebase?
- Who can use it?
- What Information is on FEI Knowledgebase?
- How can FEI help?
CHAPTER 4: FEI Services & Tools to NFs

1. FEI Database
   - Athletes
   - Horses
     o Horses’ Passports
     o FEI Passports / Recognition Card
     o How to issue a FEI Passport?
     o How to create and update Ownership on the FEI Database
     o How to revalidate a FEI document
     o How to change a microchip number on the FEI Database
     o How to change a horse name in the FEI Database
     o How to issue a duplicate FEI Passport
     o How to change a microchip number on the FEI Database
     o How to issue a duplicate FEI Recognition Card
   - Entries
     o How to make Entries for a FEI Event?
     o How to make Horses/Athletes substitutions in the FEI Entry System?
     o How to delete/withdraw an Entry in the FEI Entry System?

2. The FEI Solidarity Programme
   - The Structure
   - The General Objectives
   - The Application Procedure for FEI Solidarity assistance
     o The Financing Conditions
     o The Evaluation of the Projects
     o The Follow-up of the Projects
     o The FEI Solidarity Working Docs / Webpage

3. Complementary Sources of Assistance
   - Olympic Solidarity – World Programme
     o Coaches
     o Athletes
     o Promotion of the Olympic Values
     o NOC Management & Knowledge sharing
     o Forums & Special Projects
   - Olympic Continental Associations – Continental Programmes
     o ANOCA (Africa)
     o PASO (America)
     o OCA (Asia)
     o EOC (Europe)
     o ONOC (Oceania)
   - Equestrian Continental Associations – Continental Programmes
     o ACES (Africa)
     o PAEC (America)
     o AEF (Asia)
     o EEF (Europe)
     o OEF (Oceania)
4. FEI World Challenges – Jumping & Dressage
   - The Basic Concept
   - The Format of the FEI World Challenges
   - The Application Procedure
   - The FEI World Challenges IT Platform
     - How to create athletes & horses profiles
     - How to manage/update their registration
     - How to manage Competition Entries
     - Input Competition Results

5. The FEI Coach Education Programme
   - The Basic Concept
   - The Application Procedure
   - Organisation of the course
   - Certification
   - Useful tips to organise a course: Steps, Planning, Communication
   - Financing procedure
     - Olympic Solidarity
     - FEI Solidarity

6. FEI CAMPUS
   - E-Learning General Concept
   - The 3 Sections of FEI CAMPUS
     - Homepage
     - Discipline Pages
     - Horsemanship Pages
   - Key Information
   - How to Log in to FEI CAMPUS

CHAPTER 5: Communication & Marketing

1. Media Relations & Communications
   - How to write a Press Release
   - Building Media Relationships
   - Selling in Stories to the Media
   - Responding to Journalist Enquiries
   - Crisis Planning and Management
   - Useful Tools

2. Website Creation and Animation
   - The Header
   - The Homepage
   - The Body
   - The Footer
   - The Sponsor(s)/Partner(s)
3. Social Media
   - Introduction to Social Media
   - How to use social media
   - Social media content
   - Social Monitoring & Analytics
   - Potential Pitfalls

4. Marketing Plan
   - Introduction to Sponsorship
   - What is Sponsorship
   - Why Sponsorship
   - Contracts
   - Different types of Sponsorship
   - Obligations of the sponsored party
   - Sponsorship Categories & Exclusivity
   - What to avoid

5. Sponsorship Sales
   - Your National Federation
   - Power point Template -

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