



2017 FEI WORLD DRESSAGE CHALLENGE

To further improve the popularity and standard of Dressage in your country, please follow the guidelines given below:

1. HOW TO HANDLE THE ORGANISATION THIS YEAR

The following suggestions by the FEI are aimed to improve the popularity and media coverage of the Competition, during the current season. The FEI highly recommends that you try to put them into practice:

1.1 Public Relations Officer within your Federation

He or she should maintain full contact with the press, TV, etc. and ensure that they are informed on progress, timetable, composition of the Ground Jury, names of competitors and horses etc. This person should also be responsible for publicity and public relations organization at the Event. The Public Relations Officer is also responsible to gather all the press clippings during or after the competition.

1.2 Liaison with the Press

The Public Relations Officer should mail the results from the previous year to the Press, 10 days before the start of the Competition.

1.3 Liaison with your National Television Company

Utmost attention should be paid to TV coverage, for TV coverage and the subsequent broadcast of the Competition is, of course, the ideal method of making the Competition known amongst a widespread and numerous publics. The Public Relations Officer should be tasked with this liaison and should begin very early with arrangements for TV coverage.

1.4 Liaison with the President of the Ground Jury

Considering the particularities of each country, Organising Committees are encouraged to contact the FEI Judges (President of the Ground Jury) prior to the competition in order to discuss and modify the Timetable if necessary.

2. APPOINTMENT OF NATIONAL JUDGES FOR THE COMPETITION

National Federations are encouraged to appoint qualified National Judges (or FEI Candidate Judges if available) to judge the Competitions, alongside the FEI Ground Jury, for training.

These Judges may mark the Tests together with the FEI Judges but their marks will not count for the classification.

This would give your Judges the opportunity to assess their capabilities and to compare their marking with that of the Challenge Judges. The FEI, in turn, could also assess the qualifications of your Judges involved.

OR National Judges may also sit in the Judge's box as observers.

3. COMPETITION

- 3.1 The Organising Committee must provide judges scribes who speak English or one of the judges' languages. The scribes should have some scribing experience.

4. RESULTS

4.1 **No later than 14 days after the competition:**

- o One copy of the competition programme, including start lists.
- o Copy of the results signed by the official Judges
- o The FEI Foreign Judge's report.
- o Photographs of the competition **with names of all the people figuring on them clearly written in English, either on the back of the photographs, or on a separate list.**
- o Press clippings relating to the competition.

5. FEI BRAND

The FEI logo being a registered trademark, we ask that all use of it be according to the FEI Brand Guidelines which you will find on the FEI website under: www.inside.fei.org > FEI > Commercial > Marketing.

6. VIDEO / OPEN GENERAL DISCUSSION

Depending on the time, the Video Session may be replaced by a General Discussion open to everyone (riders, judges, coaches, spectators, etc.).

7. HOW TO PLAN ON THE MEDIUM/LONG RANGE

In the medium and long range, THE FEI WORLD DRESSAGE CHALLENGE can be optimized as follows:

- **Series of Competitions**

The FEI is aware of the difficulties you may face with regard to the number of capable Dressage riders and horses in your countries. However, the FEI thinks that you should make an attempt to run a series of Dressage Events (e.g. as a type of selection process), that would lead up to the FEI World Dressage Challenge.