

8-9 April 2013, IMD, Lausanne (SUI)

Report on Pilot Project for the Event Classification System (ECS)

We have completed three test evaluations through our test pilot project for the Event Classification System. The evaluations were modeled after what has been used to evaluate FEI World Cup™ events in North America for several years. In North America however, an outside evaluator was hired to carry out the evaluations based on a standard questionnaire developed for this purpose. The questionnaire is then turned into a score sheet for feedback and rating purposes.

We have modified this process to utilise individuals already present at events, such as judges, riders, etc., in order to avoid additional expense. Each receives portions of the questionnaire that is within their knowledge to answer competently. Questions are tailored to be fact based, i.e. objective rather than subjective. The completed questionnaires are combined into a score sheet, which showcases each event's strengths and areas for improvement.

It is our hope that this test process brings to light many necessary tweaks to the weighting values on different areas, as well as the questions themselves. At the end of the World Cup season, it is our intent to send the questionnaire to all departments of FEI for feedback. We also intend to focus on ways to continue to streamline the process.

In looking at the specific score cards for Leipzig, Zurich and Bordeaux, we believe the scoring is offering an accurate portrayal of the events. For a rider, sponsor or fan considering attending or partnering with an event, these numbers may steer one in a direction that matches their goals. For events looking to improve, this gives valuable feedback moving forward and we believe will help to strengthen the FEI brand as well as the sport itself.