

Session 6 - Monday, 25 April, 16:00 – 18:00

FEI World Championships 2022

status update & digital activations on the horizon

Format: This session will include a number of presentations in relation to the various initiatives conducted by key stakeholders, who are part of organising and promoting FEI World Championships. The aim of the session is to provide insights into the current status of planning for the FEI World Championships and to provide further information on the planned promotional campaigns. In particular the session will evolve around the discussion how the community can collaborate to amplify the promotion, predominantly in digital, based on our common ambitions. We will also discuss the digital landscape within sports, outside of equestrian, with a leading Olympic sports marketing agency, to allow for a benchmark. After all the presentations, a Q&A will be conducted with all the keynote speakers.

Presenters: Ralph Straus, FEI Commercial Director
Jonny Murch, RedTorch Founder & CEO
Casper Cassøe – CEO Operations (FEI World Champ. Herning 2022)
Jens Trabjerg – CEO Sport (FEI World Championships Herning 2022)
Malou Trabjerg – Head of Office & NF Relations (FEI World Championships Herning 2022)
Simone Perillo – Secretary General Italian Equestrian Federation (FISE)
Maria Baleri – Executive Coordinator (FEI World Championships Verona 2022)
Stéphane Schwander, FEI Head of Digital

(A) Purpose of Session 1

- Present the current status of the 2022 FEI World Championships by the Organising Committees of Herning, Pratoni and Verona
- Provide insights and key learnings from past campaigns, including the Tokyo Olympic Games
- Introduce the umbrella promotional campaign for the FEI World Championships
- Get an outside view on digital promotion through benchmark of other sports
- Discuss possibilities to increase cooperation amongst stakeholders to work together, to share and amplify content with the aim to maximise the success of the FEI World Championships