

### **Event task - set expectations and goals (related to marketing and communication objectives)**

The objective of the event was to popularize Estonian figure skating. The desire was to draw attention to Estonian athletes, to the Estonian Skating Union (ESU) and sports clubs through professional and innovative implementation of The European Figure Skating Championships. Further, by raising the awareness of Estonians, increase the number of people interested in skating sports. An additional intention for the ESU was to achieve a better involvement at the international level. Therefore, perfect technical conditions and innovative solutions needed to be created for organizing the event.

### **Description of event execution (innovative and distinctive solutions)**

Considering the objective and the existing circumstances, then the biggest challenge was to create the ideal conditions for the competition. Even Estonia's largest sports hall was not enough to hold all the required areas. Thus, ignoring the 20 degrees of cold, a temporary campus that would fit a press centre and a gym had to be constructed attached to the sports hall.

First time in the history of the European Championships, the competition consisted of entertaining shows, to increase the appeal of the event. In these shows we used well-known Estonian artists, who had gone through special training to be able to perform on ice. These shows raised the interest of the audience and the media. Several months of training also gave the media an opportunity to broadcast the event in a longer period of time.

One of the biggest innovations concerned the Kiss&Cry area, where competitors wait for their results. For this, a multifunctional moving background was developed that allowed to fit much information into one frame in broadcasting: the name and the logo of the competition, the logo of the international skating association and different tourism objects advertising the image of Estonia.

### **The result**

The objectives set by the ESU were realized, by bringing fresh ideas and innovative technical solutions into the competition. The concepts were used in the following European and World Championships. New solutions gained attention and feedback from international organizations, teams and media. Thus, the brand of the ESU has risen to be the equivalent of quality in the world. The objectives were fulfilled also in the context of Estonia, where increase occurred in the following numbers: members in skating clubs, people practising skating, media reflection, reputation and overall interest.