

ATHLETE LEADERSHIP



# SHOWING THE WAY

EVENT LEADER



# Introduction

Tell us about yourself!

- Name
- Share your favorite icebreaker activity

# Event Leader Training

The purpose of the Event Leader training course is to provide athletes the required knowledge that will allow them to take on leadership roles in the planning, promotion, and execution of Special Olympics events.

# Module Overview

## Part I

### Lesson 1: Special Olympics Events

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You will learn the types of events Special Olympics hosts all over the world.

### Lesson 2: Planning a Special Olympics Event

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You will learn what types of leadership roles you can have planning an event

### Lesson 3: Promoting a Special Olympics Event

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You will learn important information about how Special Olympics promotes its events

### Lesson 4: Volunteering at a Special Olympics Event

You will learn what volunteer roles you can have in Special Olympics events

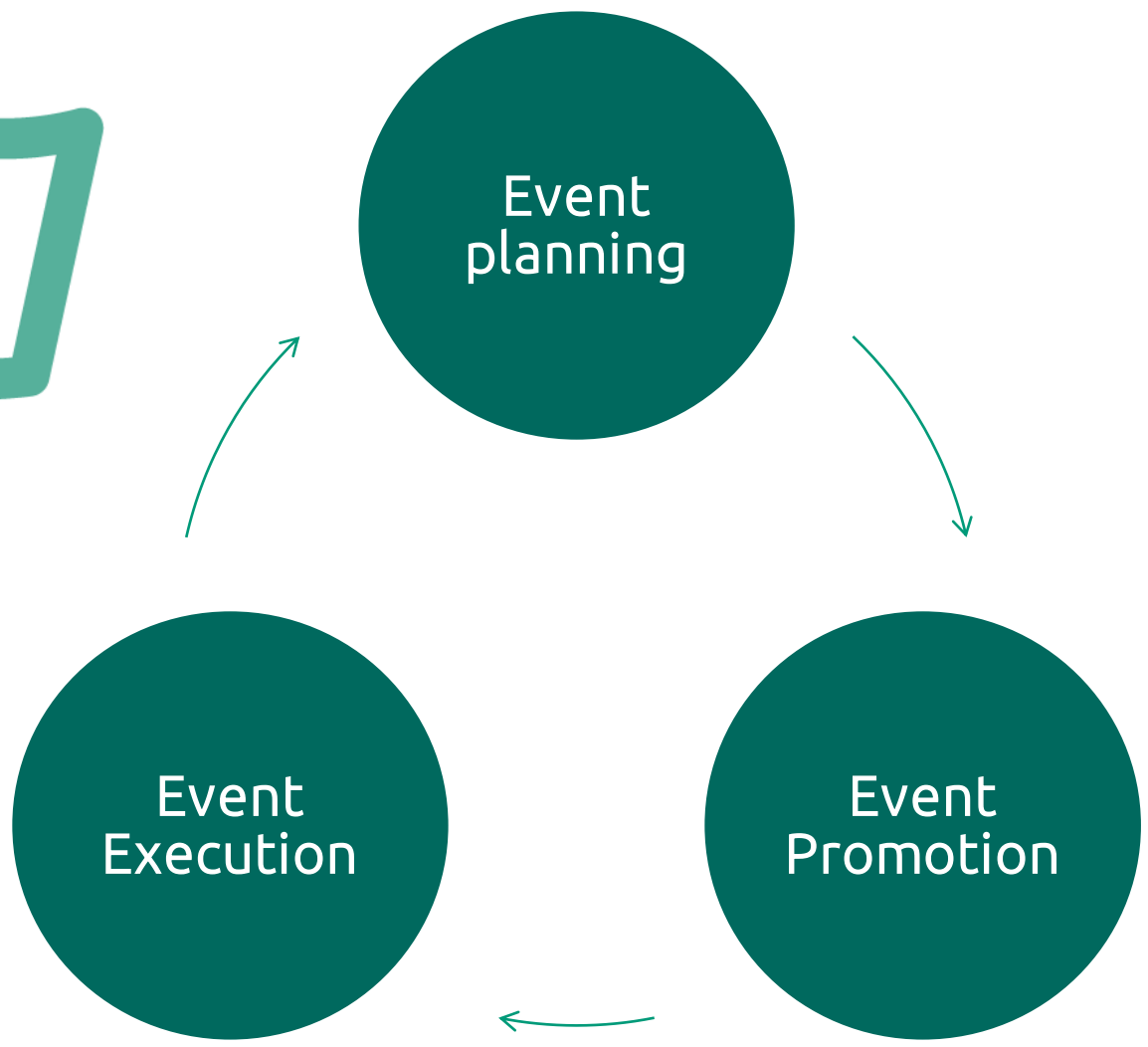
# Module Overview

## Part II

Leadership Role	Courses
Event Planner	<ol style="list-style-type: none"><li>1. Managing time</li><li>2. Athlete Representative<ul style="list-style-type: none"><li>Lesson 1: Preparing for meetings</li><li>Lesson 2: Meeting Behaviors</li><li>Lesson 5: Committees</li></ul></li></ol>
Event Promoter	<ol style="list-style-type: none"><li>1. Global Messenger, or</li><li>2. Health Messenger</li></ol>
Event Volunteer	<ol style="list-style-type: none"><li>1. Managing Time</li><li>2. Engaging with others</li><li>3. Unified Leadership</li></ol>



# Special Olympics Events



**ATHLETE LEADERSHIP**

# Event Leader

## Leadership Roles

Here are examples of roles athletes can participate in as an Event Leader:

### Planning events

Event site selection

Functional area committee member (e.g., evaluation committee, logistics, public relations, transportation, volunteers, community involvement, fundraising, etc.)

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### Promoting events

Spokesperson (e.g. doing interviews, messaging through social media.)

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### Executing events

Volunteering or working at events.



# Lesson 1

## Special Olympics Events

In this lesson we will:

Learn about the types of events Special Olympics hosts all over the world.

# Special Olympics Events



**Sports**



**Health**



**Leadership**

# Special Olympics Events



Sports





**Special Olympics**  
Tanzania

Play Unified, Live Unified  
Supported By:



Lions Clubs International  
**FOUNDATION**  
#soeuropeurasia

The banner features a collage of photos showing athletes in various sports, including track and field, basketball, and group photos.



# Special Olympics Events Sports



# Special Olympics Events



Health



# Special Olympics Events

## Health



## Healthy Athletes

- MedFest (*history and physical exam*)
- Special Olympics Lions Clubs International Opening Eyes (*eyes*)
- Healthy Hearing (*ears*)
- Special Smiles (*teeth*)
- Health Promotion (*prevention of diseases and nutrition*)
- Strong Minds (*emotional health*)
- FUNfitness (*physical therapy*)
- Fit Feet (*feet*)

# Special Olympics Events

## Health



## Fitness

- Fitness Performance Stations
- Unified Fitness Club
- SOFit
- Fit Families and Friends



[Healthy Athletes Video here](#)



# Special Olympics Events Health



- Young Athletes
- Developmental sports
- Family Health Forum
- Inclusive Health meetings, summits, webinars, etc



[Young Athletes Video here](#)

# Special Olympics Events



Leadership



# Special Olympics Events Leadership

- Athlete Leadership Trainings
- Unified Leadership Trainings
- Special Olympics Leadership Academy
- Youth Leadership Summits



[Youth Summit Video here](#)

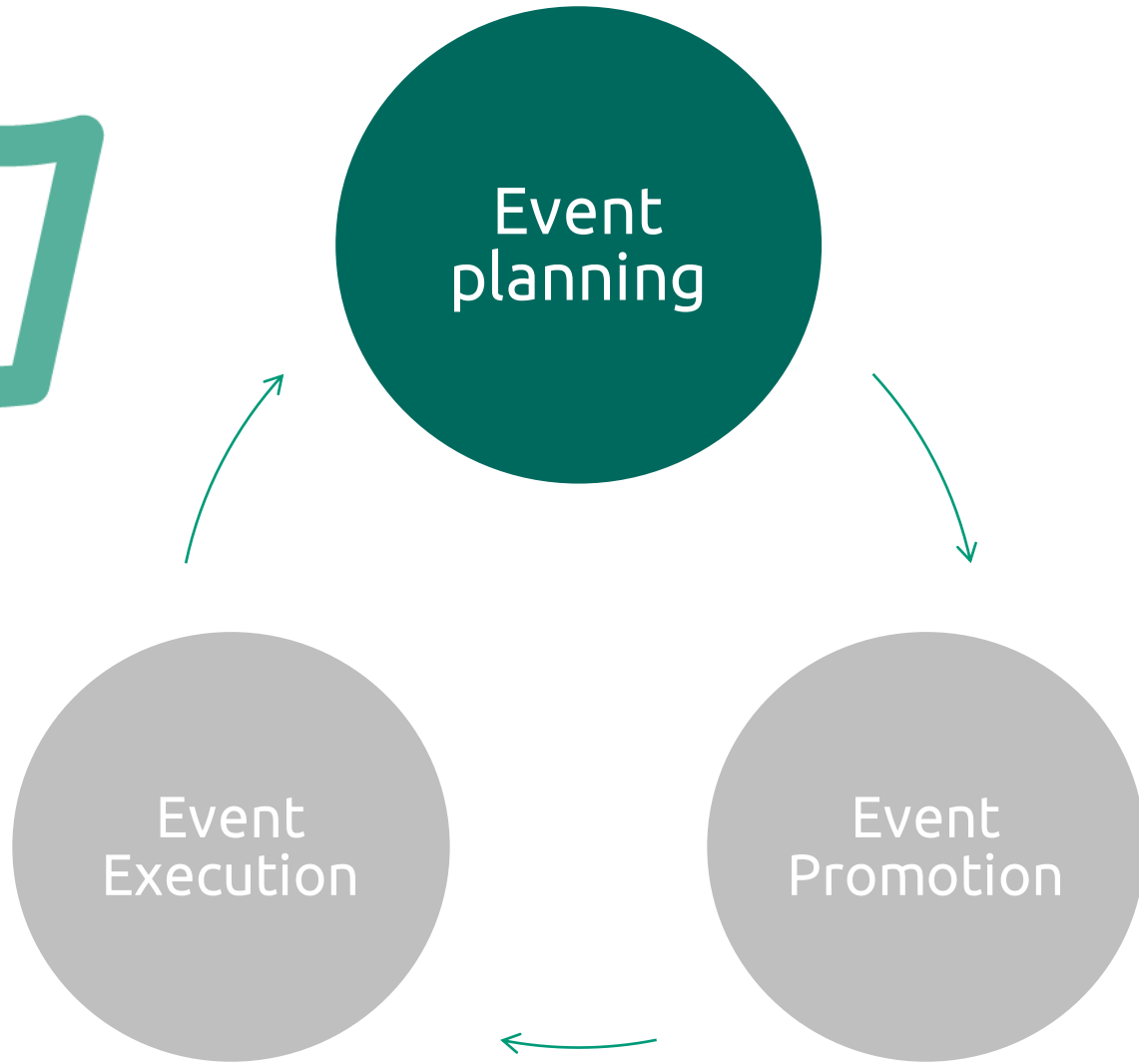
**Questions?**

# Lesson 2

## Planning a Special Olympics Event

In this lesson we will

Learn what types of leadership roles you can have planning an event



**ATHLETE LEADERSHIP**

# Planning

## Skill Training

Event  
planning

### EVENT PLANNER

- Managing Time /2 hrs
- Athlete Representative /2.5 hrs

Lesson 1

Lesson 2

Lesson 3

# Planning

## Planning Skills

Event  
planning

A basic understanding of the event



Who?



What?



When?



Where?



Why?



# Planning

## Planning Skills

### 1 Organization Skills



### 2 Communication Skills



# Planning Planning Skills

Event  
planning

**INTERNATIONAL TRAVEL CHECKLIST**

**IMPORTANT**

- PASSPORT
- TRAVEL DOCUMENTS
- WALLET
- DRIVER'S LICENSE
- MEDICINE
- KEYS

**TOILETRIES**

- TOOTHBRUSH
- TOOTHPASTE
- HAIRBRUSH
- SHAMPOO/CONDITIONER
- DRY SHAMPOO
- DEODORANT
- SOAP
- FACEMASH
- MAKEUP REMOVER
- MAKEUP
- HAIR PRODUCTS
- FEMINE PRODUCTS
- SUNSCREEN
- HAIR TIES

**PERSONAL ITEMS**

- PHONE
- TABLET
- LAPTOP
- CAMERA
- HEADPHONES
- INTERNATIONAL CHARGER
- ADAPTERS

**CLOTHES**

- T-SHIRTS/TOPS
- SWEATERS/JACKETS
- SHORTS/TROUSERS
- DRESSES/SKIRTS
- SWIMSUIT/TRUNKS
- SANDALS/SHOES
- LONG-SLEEVED SHIRTS
- RAIN JACKET
- LIGHT SCARF/WRAP

**BASICS**

- UNDERWEAR
- SOCKS
- PYJAMAS
- SWIMSUIT
- COVER-UP
- HAT
- SUNGLASSES

**MISC.**

- COLOGNE/PERFUME
- HAIRSPRAY/GEL
- SMALL MIRROR
- SHAVING KIT
- NAIL CLIPPERS
- WATER BOTTLE

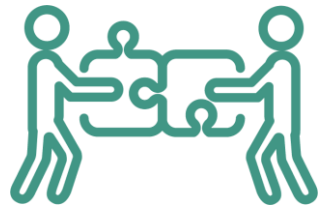
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# Planning

## Planning Skills

Event  
planning

### 3 Problem Solving Skills



### 4 Creativity



# Reflective Questions

Event  
planning

Skill	Ranking #
Organization	
Communication	
Problem Solving	
Creativity	



Event Planning

# Sports Events

# Planning

## Leadership Roles

Event  
planning  
Sports

### Opening & Closing Ceremonies Advisory Team

- Serve as advisors to the production agency in creating the concept for the Opening and Closing Ceremonies
- Help ensure that the Ceremonies show is athlete-focused, and features athletes in leadership roles

### Experience Mapping Participants (Athletes)

As part of the initial event planning process, participate in Experience Mapping for the athlete experience, providing input on the optimal service delivery from arrival at the airport through departure, including accommodation, host town, and competition experiences.

# Planning

## Leadership Roles

Event  
planning  
Sports

### Logo Development Team

- Participate in the creation and/or selection of the logo for the event
- Collaborate with designers to advise, provide art ideas and help create the narrative around the logo

### Functional Area Committee Member

- Participating in different planning committees. For example: transportation, meals, credentialing, etc.

### Staff/ Volunteer Orientation

Participate in regular orientation sessions for the events volunteers or staff.



Event Planning

# Health Events



# Planning

## Leadership Roles

Event  
planning  
Health

### Healthy Athletes Coordinator

- Serving on a planning committee

### Healthy Habits Leader

- Leading health education



# Event Planning Leadership Events

# Planning

## Leadership Roles

Event  
planning  
Leadership

Site selection committee

General organizing committee

Meals.

Setting up agendas and communicating with the participants ahead of time.

Selecting content, designing the activities. Coordinating with guest speakers.

Identifying roles for athlete leaders in the promotion and execution of the events.

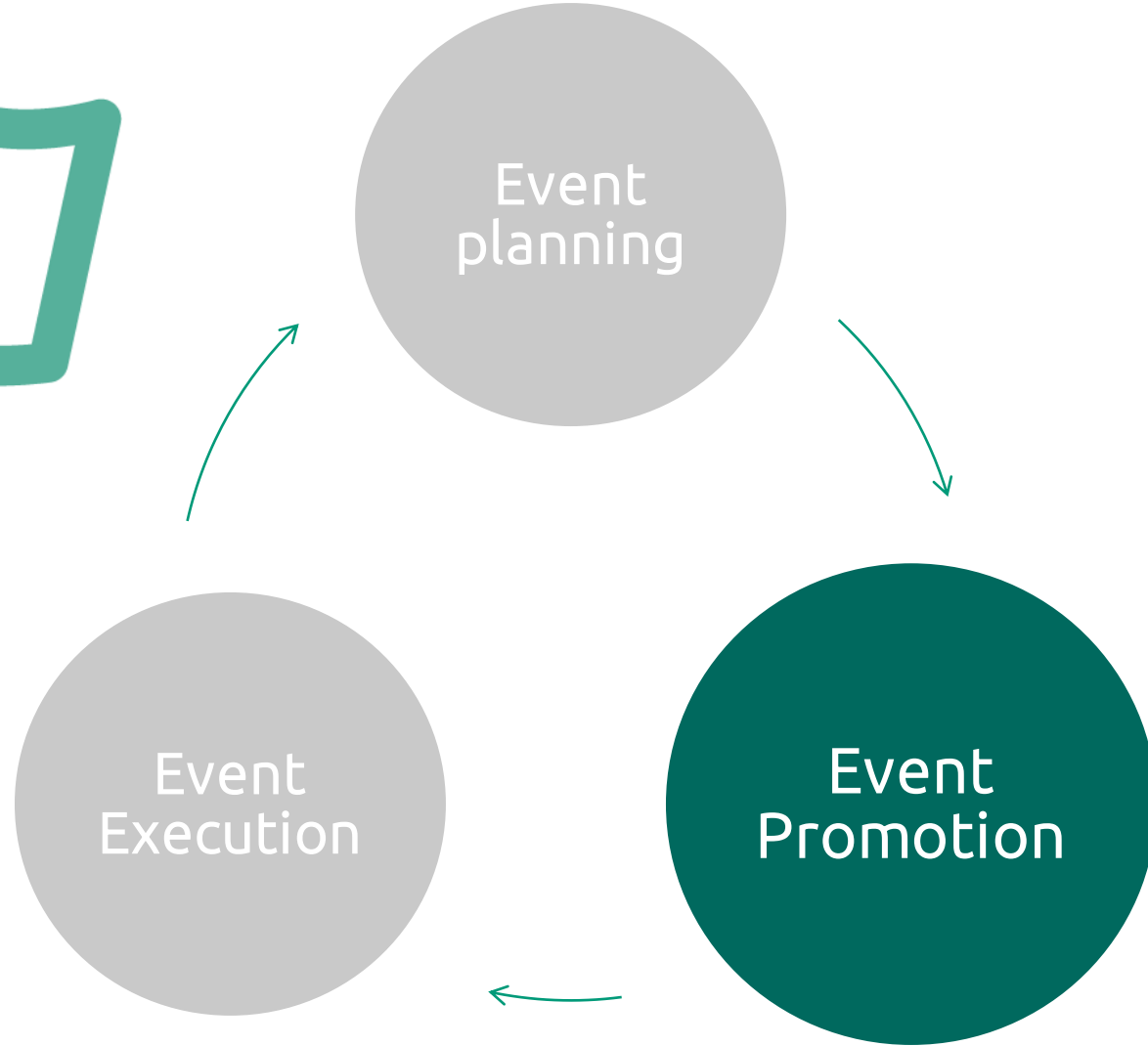
**Participate in fundraising and sponsor meetings.**

**Questions?**

# Lesson 3: Promoting a Special Olympics Event

In this lesson we will:

Learn important information about how Special Olympics promotes its events.



# Promoting Skill Planning



Event  
promotion

## EVENT PROMOTER

- Athlete Spokesperson / Global Messenger /4.5 hrs
- OR
- Health Messenger /8 hrs



Event Promotion

# Sports Events



# Promoting Leadership Roles



Event  
promotion  
Sports

## Spokesperson/Global messengers

Participate in speaking opportunities, panels, and interviews leading up to the event representing Special Olympics athletes

## Sponsor activation

- Participate in meetings with potential event sponsors
- Participate in sponsor activation events leading up to the event



Event Promotion

# Health Events

# Promoting Leadership Roles



Event  
promotion  
Health

## Spokesperson/Health Messengers

- Participate in speaking opportunities, panels, and interviews leading up to the event representing Special Olympics athletes
- Presenter during Inclusive Health Meeting



Event Promotion

# Leadership Events

# Promoting Leadership Roles

Event  
promotion  
Leadership

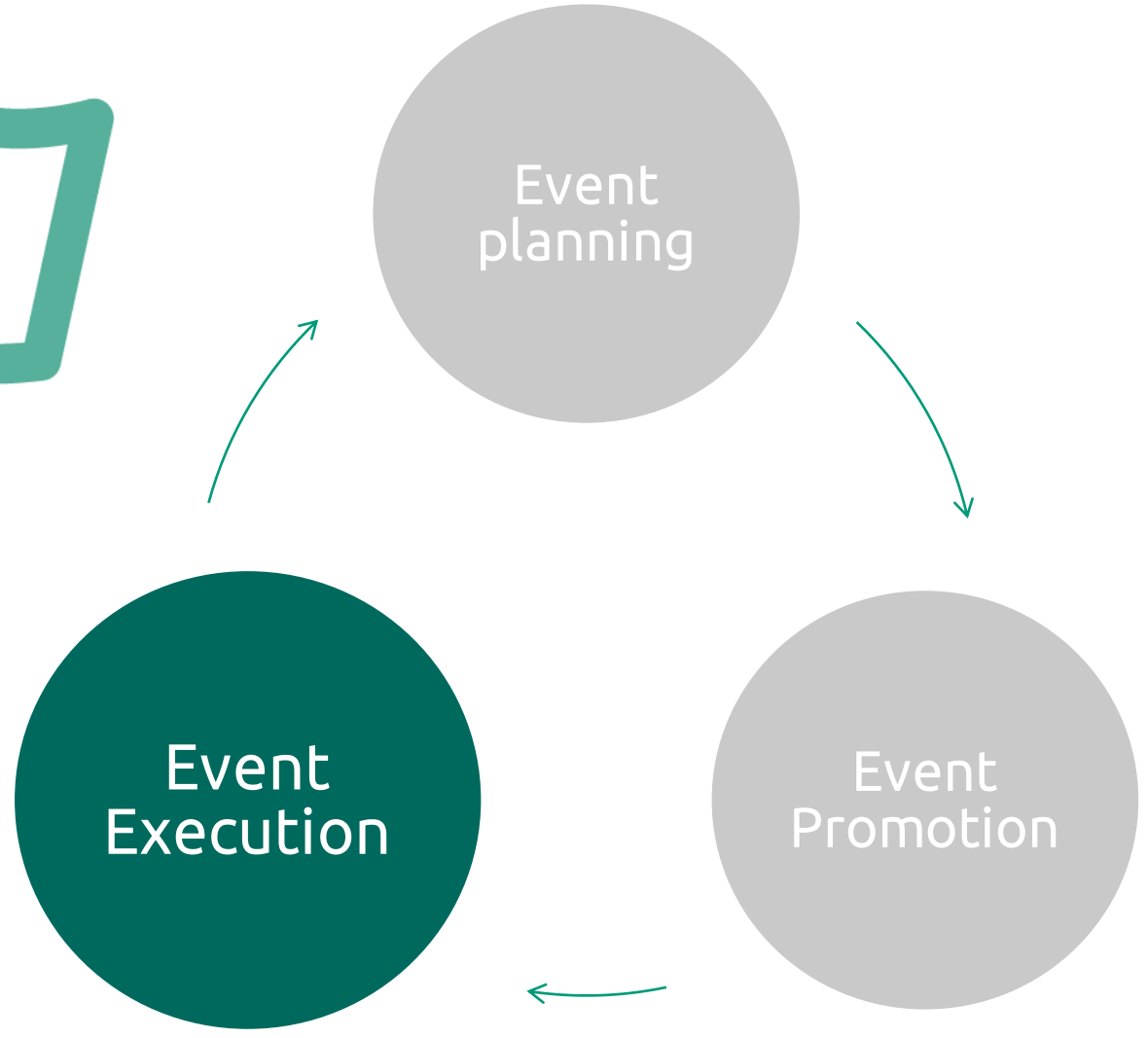
- Recruiting more participants (athlete leaders).
- Interview event participants and share it / Collect testimonials from participants (including athlete leaders that are participating).
- Local TV/Press promotion for delegations attending the events.
- Interview with press about the event.
- Being an influencer on social media.

**Questions?**

# Lesson 4: Executing a Special Olympics Event

In this lesson we will:

Learn what volunteer or staff roles you can have in Special Olympics events



**ATHLETE LEADERSHIP**



# Execution

## Skill Training



Event  
Execution

### EVENT VOLUNTEER

- Managing Time /2 hrs
- Engaging with others /2 hrs
- Unified Leadership /2 hrs



Event Execution

# Sports Events

# Execution

## Leadership Roles



Event  
Execution  
Sports

### Spokesperson/Global Messengers

- Participate in speaking roles at events and receptions and on panels.
- Participate in Unified Sports Experiences
- Give and conduct interviews during the events

### Athlete Volunteers/Staff

Participate in volunteer or staff roles as part of the event Workforce.

# Execution

## Leadership Roles



Event  
Execution  
Sports

### Athlete Officials

Participate as sport technical officials during the event

### Event Evaluation Team Members

- Participate in the evaluation team, conducting evaluations of pre-determined functional areas, especially focused on the athlete experience
- Prepare evaluation report post-event



Event Execution

# Health Events

# Execution

## Leadership Roles



### Health & Fitness Leader

Leading a Fit 5 session

### Health Advocate

Attending Inclusive Health Trainings

### Role Model

Demonstrating healthy behaviors at events

### Coach/assistant coach

Leading or supporting Young Athletes or Developmental Sports Activities



Event Execution

# Leadership Events

# Execution

## Leadership Roles

- Mentoring other athletes.
- Facilitators/instructors.
- Emcee/host.
- Photography, social media posts, blogs.
- Opening and Closing sessions.
- Be part of the evaluation committee.
- Be part of a judging panel.
- Facilitate panel discussions.

A teal circular graphic with a white border, containing the text "Event Execution Leadership" in white. The circle is partially overlapping a larger teal shape in the top right corner of the slide.

Event  
Execution  
Leadership



**Questions?**

**THANK YOU!**

