



Welcome, introductions thank you for coming (introduce all EHB staff in the room)



Purpose of session – 2012 once in a lifetime opportunity with hockey being an Olympic sport to capitalise on new interest in the sport. Huge number of spectators and television audience of which at least 75% will not be current hockey enthusiasts and so we have an opportunity to convert these people into hockey spectators or participants and we want your help to make this happen.

EHB has been planning the 2012 Engagement programme for the last 3 – 4 years and a significant part of our focus as a business for the next 12 – 18 months will be to maximise the opportunity of 2012. Our 2012 Engagement programme is build around the theme of Hockey Nation and we want you to be part of the Hockey Nation.

Hockey Nation will aim to enthuse and inspire and we aim to engage a new audience for the sport, engage with them and our existing hockey family and partners and inspire everyone who sees, hears or touches hockey to want to watch more, to take part and talk about our great sport.

So how do we translate what will be a fantastic 2 week event into something really good for hockey. We believe that this could be a real turning point for our game and could create meaningful change for the sport in terms of generating a new wave of spectators and participants. If we can generate a following for people wanting to watch our sport and pay to do so it opens all sorts of opportunities for us in terms of generating new sources of income and raised profile.

So the purpose of this evening session is to give you the overview of some of what we are planning to do to enthuse, engage and inspire and to talk to you about how YOU can get involved.

Hockey Nation – Be Part of It



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As the NGB for hockey we are giving 2 simple pledges... (read slide pledges)

Hockey Nation – Be Part of It



What's getting you excited about London 2012?



Agenda



HOCKEY NATION
BE PART OF IT

- » Hockey at London 2012
- » Preparations to date
- » Hockey Nation activity and how you can get involved
- » Questions and open discussion

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So the agenda for this evening

We are going to tell you a little bit about hockey at the London Games. The preparations to date and then importantly the Hockey Nation programme and how you can get involved and finally an opportunity for questions and answers. However as this is mostly about us giving you lots of information if you want to ask a question as we go through please feel free to ask.

Hockey at London 2012



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So Hockey at London 2012

So this is Olympic park. Talk through the different buildings. Main stadium, aquatic centre, athlete village, basketball, velodrome and this red area is where the hockey is. Great location right at the top of the park but importantly on the park at the heart of the action rather than another venue.

Also right next to the IBC (international broadcast centre) – relevance of IBC – Journalists can be lazy...

Hockey at London 2012



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View looking from the north to the south of the Park

Hockey Centre highlighted in red

HC is a temporary venue of OP and therefore is the last venue to be started.

Proximity of village to the HC – less than 5 minutes travel time round the loop road which is great for the players.



This is the hockey venue as of July 2011



This is what the main pitch currently looks like – this photo taken last week on a site visit. Pitches will be ready October. Our teams will start using the facility in early November.



This is what it will look like in games time.
Stunning impact of the colour combination
Low South stands – views across the OP.

To give you an idea of just how massive Hockey is at this Olympic Games...
Read notes from slide.

Only open air facility on park other than the athletics stadium – will create a huge buzz spilling out of the hockey venue and will have people talking about our sport.

So that gives the over view of Hockey at the London 2012 games. We are now going to talk a little bit about what we have done to date to prepare...

Note to directors – this slide is animated it is just the picture first and then it brings up the text when you click

Off field preparations to date



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Firstly it is important to recognize the infrastructure building we have been doing with many of you over the last 3-5 years.

The Infrastructure - Building the infrastructure with you our clubs and associations over the last few years to try and make sure we are ready for the potential influx of new participants. Whether you have been working with us on developing Single System activities or getting your club accreditation for example we thank you for your commitment to helping us develop hockey opportunities. We have also been developing new products to make it as easy as possible for people to join – Get Back into and Rush Hockey for adults which is about to be trialled at 9 live sites, QS and In2Hockey for young people.

Ticketing -. EHB negotiated with LOCOG to access over 20,000 tickets for our clubs and members. which has been so well received.

WHY – because we wanted to be able to use our influence to give our affiliated members and groups and key stakeholders benefits of being able to access guaranteed tickets without having the lottery of going in the public ballot.

Every affiliated club has had access to two tickets for every team they affiliate so some clubs have had up to 80 tickets. We have also made tickets available to all of our individual members, regional and county associations and those involved in delivering the single system etc. We are currently negotiating for more tickets and also for a very special deal for the Olympic Test Event which will be taking place 2 – 6 May at Olympic Park with Great Britain Men and Women both playing in a four nations event against some of the very best teams in the world.

The test event ticket deal will opened to all our clubs and members in the New Year – if you haven't already registered a 2012 Club Activator or signed up for our E News then do so to find out more.

The challenge around these negotiations and the administrative work load to do this is quite significant but we believed it was vitally important to do this and we are one of the few sports that has been able to get the large number of tickets that we have. All those clubs who have purchased tickets through us have named a 2012 Activator at their club – allot of whom are attending these sessions up and down the country.

We also thought you would like to know a little bit about the teams and their preparation to date and what their chances are for success next year...

On field preparations to date



Men's preparations to date



- » England – 4th in the world
- » Recent results
- » Competitions before London 2012

Women's preparations to date



- » England 4th in the world
- » Recent results
- » Competitions before London 2012

Hockey Nation Objectives

HOCKEY NATION
BE PART OF IT

- » Deliver GB to the podium for 2012 and a legacy for hockey
- » Engage with millions at the Olympic Park, around the country and on TV
- » Increase participation by 30,000 people
- » 1000s of new spectators at our major events
- » Increase volume of hockey on TV and create heroes

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So then onto the Hockey Nation Programme.

Our objectives of the hockey nation are: read from slide

We have developed a huge programme of engagement activities from how we will engage new participants, the media, our partners who provide us with funding, ex Olympic hockey players and past presidents etc. But tonight we are going to focus on activities that you can get involved in.

For each activity we are going to talk about 3 things – Why we are doing it (the specific purpose), What it actually is, and how you can get involved.

Come and Meet Events



- » Inspire next generation
- » 100s of schools
- » Roll out In2 Hockey
- » Meet players
- » Apply for a visit

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This is where we will be taking our International players to meet school kids around the country.

WHY – this is about promotion of the new secondary game In2 Hockey (updated mini hockey) to gain commitment from schools to deliver

WHAT – Reaching over 600 schools running In2hockey festivals, tournaments etc GB players will be visiting, giving talks, a bit of coaching, meeting the young people and inspiring them.

HOW - Will be launched later in October and schools will be able to apply for an Olympic visitor to attend from January. So if you are from a school and want to get involved we will be sending details to all of the attendees here tonight or contact your Relationship Manager for more details.

The Big Dribble



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WHY – Profile for the sport. Local and regional press.

WHAT - Giant Hockey ball taken around the country –Ball signed and presented to GB team at start of the Test Event. Participants dribble collectively contributing to world record distance. Link with a charity partner.

HOW - April and May 2012, 30+ individual road shows from Glasgow to Olympic Park. We will be wanting clubs involved in the dribble and again information will be sent to all those attending these sessions and our 2012 Club Activators. The Big Dribble will be linked into the Roadshows.

Hockey Nation Roadshows



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Each BG leg will end up in a city or large town where it will meet up with Hockey Roadshow.

WHY – again this is about profile and engaging with people and taking our sport to areas where there are lots of people.

WHAT - The road show will offer the opportunity for people to have a go at the sport in THE CAGE or THE INFLATABLE PITCH and we will be providing information on where people can then go on and play locally

HOW – April and May tied in with the Big Dribble and clubs and other hockey providers can get involved in joining us at the roadshows to talk to people who are having a go

Support GB at a live match



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We are giving as many opportunities as possible for you to see the GB team live.

GB Hockey Houses



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WHY – only 17% of our clubs own their own venues so we are creating Hockey Houses to gather hockey people together all over the country to support GB

WHAT – M & Bs own pubs like O’neils, All Bar one etc. We are working with them to turn some of their pubs into hockey houses during the games. Card cut outs of players, hockey beer mats, GB bunting and a commitment from them to show the GB hockey matches live. We will also be working with some of our larger clubs to open their club houses up too.

HOW – this will be during the games and you can get involved by getting a group of your hockey pals to a Hockey House near you. Venues will be advertised on the EHB website

Coach Engagement Day



HOCKEY NATION
BE PART OF IT

- » Unique experience for coaches
- » Witness a GB training session at Bisham Abbey
- » Get your level 1 and apply for tickets

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WHY – Opportunity to engage with coaches who commit to coaching hockey to give them a unique behind the scenes coaching experience

WHAT - a behind the scenes day with the Olympic Coaches and teams at Bisham Abbey. The opportunity to see the coaches coaching a session with the teams where the coaches will be “miked up”.

HOW – this will be taking place middle of May next year – there will be a cost. Information will be made available in the New Year with details – Encourage your club coaches to go and see how the best coaches in the country do it.

Send Off Gala Dinner



HOCKEY
NATION
BE PART OF IT


THE 1908 CLUB

Satay Chicken

Honey Roast Ham
Buttered New Potatoes
Seasonal Vegetables

Stron with a Raspberry Coulis

Coffee or Tea
Mints

- » Send off celebration before the Olympics
- » 12 July 2012 at Grange Hotel, St Paul's
- » Buy a Table

Five Week Frenzy



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Probably the biggest and one of the most important of the Hockey Nation programme.

WHY – we are doing this to engage with the immediate interest we will get in people wanting to have a go at hockey. 630,000 tickets holders of which almost 75% are likely to be current NON hockey enthusiasts. We are really confident of our on pitch product and we need to convert peoples interest into having a go.

WHAT – the 2 weeks of the games and the 3 weeks immediately after that are still in the summer holidays we will asking our hockey providers (clubs, local authority leisure centres) to run coaching, have a go sessions, Rush, In2Hockey, Quicksticks, one days / week long, camps clinics etc. Capturing that immediate interest that someone might have after seeing the sport on TV or being lucky enough to attend the games.

HOW – hockey providers will register their activity with us on an online system (we will come back to that in a minute) and this will provide a database of activity all over GB. We want you to consider can you run a one off session, or a coaching camp for kids, or a Get Back to Hockey programme during this period. What can your club do during this 5 weeks.

Hockey Nation Communications



- » Web Portal – gateway to playing hockey
- » Hotline during Games Time
- » 2012 Activators
- » Sign up

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This leads us onto communications and the Web portal and hotline.

WHY – the purpose of the portal and hotline is to directly link peoples immediate interest with information on where they can go and play.

WHAT – the portal will be a dedicated web site where someone can enter their name, age, whetehr they have played before and their postcode and it will instantly tell them where they can have a go from all the 5 week frenzy information that has been entered by our hockey providers. The Hotline will do the same for people who want to phone in. We will be heavily promoting the web portal, for example we get to do a 90 sec promotion on the big screens at Olympic Park where we will be encouraging people to join the Hockey Nation by having a go and promoting the web portal and hotline of where they can find out where to have a go.

HOW – we will be asking clubs to register activity in the New Year. You can get involved by offering just one (or more) activities.

Volunteer programme



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And finally to help us do all this we will be engaging with a whole load of exiting and new volunteers.

WHY – To engage with all these new people we need volunteers – we estimate about 1500 of them over the next year and so the volunteer programme will give us the people power we need.

WHAT – We have developed a “Hockey Maker” programme in partnership with Sport England “Sports Maker” programme and there will be opportunities to get involved in everything from Big Dribble, our major events such as the London Cup and Super Sixes, staffing the hotline, meeting and greeting people at 5 week frenzy activities.

HOW – We will soon be advertising for “Hockey Makers” . You can get involved by becoming a “Hockey Maker” and registering to get involved with the 2012 programme.

London 2012 Hockey Legacy



Hockey at London 2012



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View looking from the north to the south of the Park

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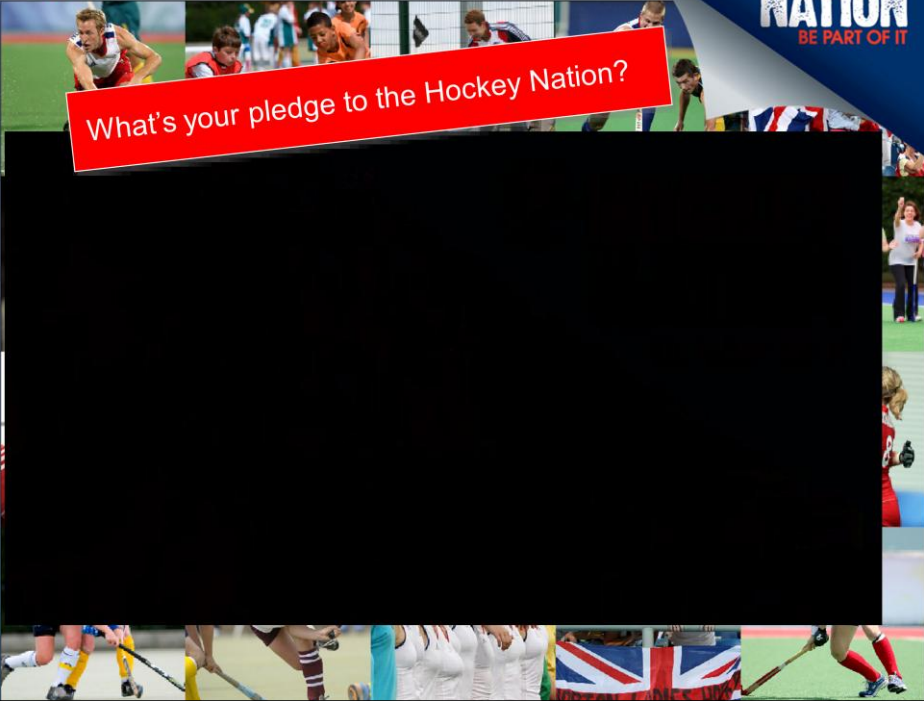
Questions and discussion



Hockey Nation Pledges



What's your pledge to the Hockey Nation?



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Add video