



OLYMPIC DAY
TIMELINE

TYPICAL TIMELINE AND AGENDA FOR OLYMPIC DAY COMMUNITY

MARCH + APRIL + MAY

- **Determine community and host organization interest** in organizing and hosting an event
- **Work through initial logistics** and thoughts about the event such as:
 - *Who will be the host(s) – both organizationally and individually?*
 - *Who will be the target audience and how large will it be in numbers?*
 - *When will the date be held – date and time?*
 - *Where will the event(s) take place?*
 - *What will the event entail?*
 - *Will it be a new event specific to 2017 Olympic Day?*
 - *Will the event be part of an existing program or event?*
 - *Will the event be a physical activity or only a guest appearance and interaction by an Olympian, Paralympian or hopeful?*
- **Register your event** with the COC.
- **Implement your original plan** through assigning necessary responsibilities and work through planning and logistics such as:
 - *Rental or reservations needed for intended location?*
 - *A/V equipment necessary and available? DVD Player/TV or Projector/PA System?*
- **Finalize run-of-show** utilizing the agenda below or create your own.
- **Will you need to serve food** or refreshments and if so, order those items.
- Depending on scope of activity, **include necessary people** for sport demonstrations, booths, organizers, etc.
- **Ask Mayor's office to have Mayor or community leader attend** Olympic Day event and issue an Olympic Day Proclamation (the sooner the better on this request due to the busy schedule of community officials).
- **Make initial connection with athlete-speaker.** June/Three Weeks Prior
- **Complete news release template** as appropriate and send to local media outlets. Also do follow up and other publicity and promotion-oriented activities.
- **Finalize logistics** with local organizers and Canadian Olympic Committee, if not already done.
- **Continued correspondence** with athlete-speaker.

DAY OR TWO BEFORE

- **Send reminder news release**, adapting template as appropriate.
- **Finalize logistics/times/run-of show details** with local organizers, community leader(s) and athlete speaker.
- **Test A/V equipment and DVD(s) provided** by the COC to ensure they work properly.

DAY OF TYPICAL OLYMPIC DAY EVENT

○ **0:30**

Local organizers arrive, A/V equipment tested

○ **0:00**

Olympic Day kicks off with welcome from Mayor or community leader

○ **0:05**

Mayor or community leader announces Olympic Day Mayoral Proclamation, and ends by inviting crowd to gather for a photo opportunity to celebrate Olympic Day.

○ **0:60**

Photo(s) and video(s) taken of Olympic Day crowd/participants, guest athletes (if any are present), Mayor and community leaders (while holding Canada Olympic Committee Flag).

○ **0:65**

Olympic Day Event ends, athlete signs autographs, poses for pictures as requested, etc. Evening of Event/Day After the event

○ **DAY AFTER**

Post your Olympic Day photos, videos and press releases of the event on the Olympic Day website and e-mail them to OlympicDay@COC.org. Deadline July 15, 2017.