



CANDIDATE FOR FIG PRESIDENT

**PLAN. ANALYZE. ORGANIZE. ACTION.**

Designing the future of gymnastics together.

DR. FARID GAYIBOV

# GYMNASTICS

*Gymnastics is the basis of any sport. Sadly, it is not clear to all that it is one of the most challenging sports in the world, both mentally and physically. Why? To answer the question, we must look within our organization and ourselves. As it stands, our core disciplines define us.*

## OUR ROAD TO SUCCESS NEEDS A CLEAR STRATEGY THAT RESTS ON DISTINCTIVE PILLARS

Increase the number of medals at the Olympics

Effective management

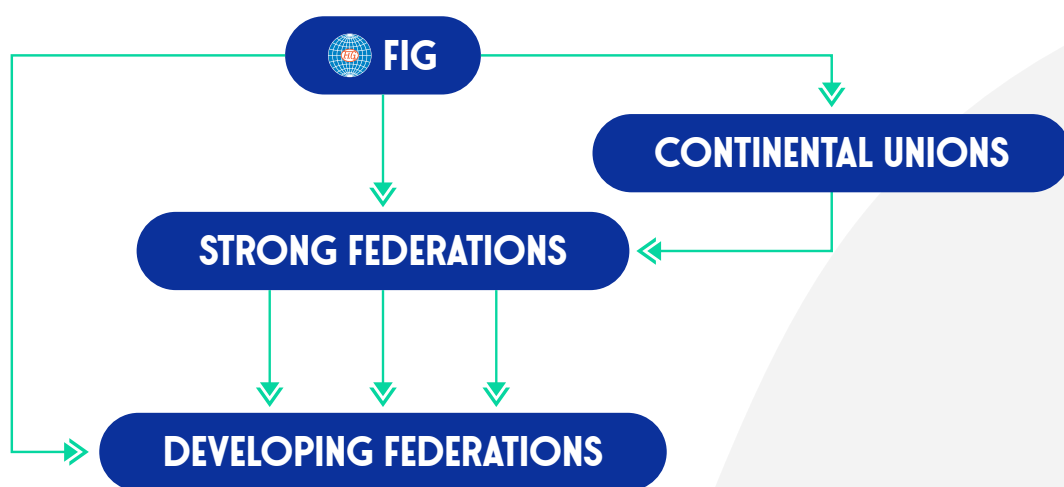


Adapt Code of Points, Technical Regulations & other rules to make our sport more inclusive and attractive to the audience

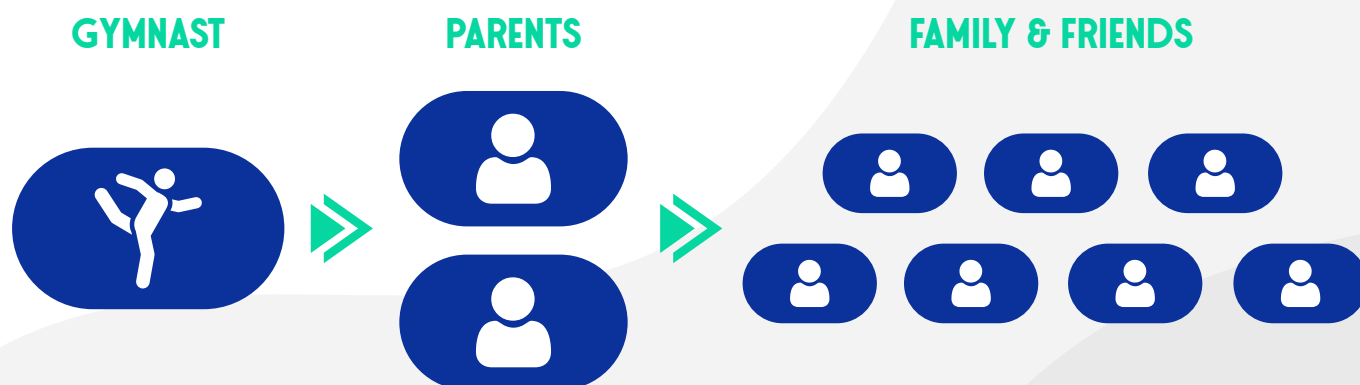
Stable and reliable relationships with partners

# DEVELOPMENT

- 01** Strengthen the relationship with all Continental Unions and use their influence to improve all conditions in our sport.
- 02** Support and provide guidance to developing federations. We must understand that every federation can act as an agent to the development of our sport globally. Therefore, it is crucial that all of them receive attention and clear guidelines for development.
- 03** Strengthen well-established federations and encourage them to actively participate in development of their neighboring developing federations. This will maximize the number of gymnasts globally.



- 04** By strengthening all federations, we will increase the number of people interested in gymnastics. One gymnast has a potential to involve at least 10 persons.



- 05** Provide a fund that would assist developing countries with equipment and development projects just like in the European Gymnastics. This has proven to be very effective.
- 06** Continue educational programs for coaches, judges, and medical and federation officials.

# THE OLYMPIC SPORT

Every sport organization is basing itself around the Olympic cycle. In other words, everyone prepares for the final goal, which is the Olympic Games.

Today **Artistic Gymnastics (14)**, **Rhythmic Gymnastics(2)** and **Trampoline Gymnastics (2)** are our only Olympic disciplines, which total to 18 sets of medals of the Games. Our goal should be to increase the number of medals in order to give an opportunity to as many countries as possible to go home with medals. Taking into consideration the other sports who are in Group A, gymnastics has the least amount of medals in comparison. Therefore, the increase of these medals will benefit considerably to further development, strengthening and popularity of our disciplines.

We also have non-Olympic disciplines. The non-Olympic disciplines are very hard to develop because they lack financial support from both federations and their countries. For example, Acrobats use exactly the same apparatus as in Artistic gymnastics. On average 1 of 6 affiliated federations participate in the World Championships in Acrobatics, whereas 1 of 2 participate in Artistic disciplines. It is clear that we must start immediate work on development of non-Olympic disciplines by increasing the number of federations competing in the World Championships in order to see their future at the Olympics. We must turn discussions into actions as soon as possible and focus on a different approach to non-Olympic disciplines.



# DISABILITY



It is our responsibility to implement a disability program to create a fair atmosphere to those who wish to participate in the big Games. I believe inclusion of such organizations as DSIGO and Paralympic organizations in our sport will benefit the development of all athletes globally.



# MARKETING

Our main marketing points should be Gymnasts & Competitions.



## GYMNASTS

01

Gymnasts are Super-Heroes. The difficulty of elements that our gymnasts execute is extraordinary. This idea should have a specific place in our marketing strategy and is something that would be very interesting to the public.

02

Seek global sponsorships for outstanding gymnasts. This will benefit the sport, federations and inspire the youth.

03

Provide more exposure to current Champions at cost of FIG. Use them as competition ambassadors, commentators, within different disciplines. This will unite our gymnasts and create a direct relationship between all our disciplines.

04

Organize gymnasts of the year awards event.

05

Make competition outfits/leotards more accessible to public and fans to further enrich the gymnastics culture. This can be done by getting industry leaders interested in our sport through partnerships and specific marketing strategies.

06

Make our stars shine!

# MARKETING

# MARKETING



## COMPETITIONS

01

Review the format of existing series of World and Challenge Cups, and create a new series with a distinct format. All events in this series should be alike in organization, look and format to create a branded 'product' that would sell better to broadcasters, sponsors and partners.



02

Reduce the cost of events for organizers and participants. With use of technology, eliminate unnecessary bureaucracy. Assist the event hosts with cost management.



03

Improve event presentation to make it more attractive to broadcasters, participants and general audience. Pay more attention to TV graphics to have more appeal to TV audience.



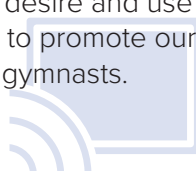
04

Become one of the most watched sports outside of Olympics.



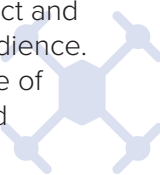
05

Give the broadcasters and commercial partners what they desire and use their tools to promote our sport and gymnasts.



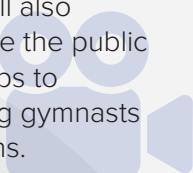
06

Introduce new ideas to competitions that would attract and involve more audience. E.g. mascots, use of drones for award ceremonies, etc.



07

Broadcast documentaries on federations that will act as a promotional tool, increase fan base, provide advertisement benefits, and pre-Championship hypes. This will also further educate the public and provide tips to up-and-coming gymnasts and federations.



08

Create FIG TV and other media channels that would continuously provide up-to-date and live information to promote our sport.



09

Educate the public. The FIG will devise programs on how to educate the public of our sport and provide the tools and instructions to all federations on how to spread the word. We must tell the public that there is more to gymnastics than what they see during the competitions.



# MARKETING

# FINANCE & GOOD GOVERNANCE

The FIG is the oldest federation in the world and is a soul governing body of gymnastics that is responsible for development and promotion of the sport globally. Therefore, it should act as model for all affiliated federations and partners in its governance and leadership. Transparency, risk assessment and cost saving policies should constantly be improved and monitored.

At the same time, financial stability is crucial to any organization. We must be diligent with all of our expenses and make sure that we invest in projects that will benefit gymnastics globally.

As a leading structure, we must not shy away from the evolving world and stand as one of the leaders in our community, and set examples in gender equality, abuse and harassment, sustainable development and partnerships with different humanitarian organizations and commissions.

## SUMMARY

This Olympic cycle will last only 3 years; therefore, a well-organized management will have to be set in place in order to prepare, transform and realize our goals in such a short period. With your support, the team that you will entrust me, and with the already approved budget for this cycle I will do my best to realize all our goals.



# SUMMARY