

COMMUNICATIONS/PROMOTIONS/MEDIA SERVICES

XIII Pan American Games

July 23 - August 8, 1999

Communications/Promotions

Communications Goal:

- To support and facilitate the execution of a successful, community-wide, international sports and cultural event through effective internal and external communications.

Image and Creative Services

Image and Creative Services is responsible for establishing and protecting the integrity of the 'Look and Feel' of the Games. The Division designed the pageantry and banner program; acts as a service bureau for graphic design to all other divisions; creates and places advertising; and is responsible for the internal document centres responsible for producing all Games publications.

Media Services

The Winnipeg Host Society will provide the best possible working environment for all television and radio broadcasters, journalists and photographers. The Xerox Main Press Centre (XMPC) will be located in the Winnipeg Convention Centre in downtown Winnipeg.

The Xerox Main Press Centre, to be located on the second floor, will contain approximately 280 work stations within a 12,000 sq. ft. area. This facility will operate from 6 a.m. to 2 a.m. each day. A featured multi-monitor video wall will carry the live feed of the Games' major sporting events.

The Host Society will operate a media relations/communications office in the XMPC throughout the Games, with staff to service all needs. The design of the XMPC is now complete and will include an electronic information service and laser printers (Info '99) to allow access to instant, up-to-the-minute results. Duplicating and facsimile services will also be available. There will also be six soundproof radio booths located in the XMPC.

Arrangements have been made to rent office space to agencies, newspapers and National Olympic Committees who wish to establish their own information bureau/hospitality suites.