

# Lessons Learned from Behind the Scenes

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# Lesson 1

One person can make a  
difference.

# Lesson 2

Plan clearly and  
prioritize.

# Lesson 3

Bigger isn't always better.

# Lesson 4

Communicate effectively.

# Lesson 5

Expect the  
Unexpected.

# Lesson 6

Invest in the brand.

# The Impact



# Tips To Remember

- set a strong tone at the top
- have a clear and manageable strategic plan
- prioritize, prioritize, prioritize
- anticipate and stay one step ahead
- chemistry and communication between technical and operations = success

# Tips To Remember

- develop solid relationships with star athletes, their coaches and their agents
- manage your reputation: general media relations procedure and crisis communication plan
- invest in maintaining your image in between major events