



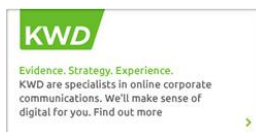
Transcript of CommsChat, December 5,

## CommsChat with Charlie Almond on Brands and London 2012

A CommsChat on London 2012 Olympic and Paralympic Games, with special guest **Charlie Almond**, a senior account director at **Hill+Knowlton Strategies Sports Marketing and Sponsorship**. The H+K Sports team works with global sports brands on their engagement and brand strategies and is busy gearing up for a very busy year in 2012 that will take in the UEFA Euro 2012 competition as well as the Olympics.

‘How prepared are UK organisations for the London 2012 Olympic and Paralympic Games?’ and ‘How will these games differ from previous Olympics in terms of the way sponsors get their messages across?’ were among questions discussed this week.

CommsChat would like to thank it's sponsors.



[Dan Martin @Communicatomag](#) But the Standard's coverage of a particular athlete at the Games is unlikely to mention a small, local sponsor [#commschat](#) -9:01 PM Dec 5th, 2011



[charliealmond @CommsChat](#) If you're non-official, then get wise, get a lawyer to know exactly what the law says and what you can & can't do [#CommsChat](#) -9:01 PM Dec 5th, 2011



[CommsChat](#) That's all folks. A big thanks to [@charliealmond](#) for taking part tonight. As always the transcript will be up online tomorrow. [#commschat](#) -9:01 PM Dec 5th, 2011



[charliealmond](#) [@CommsChat](#) Be prepared. If you're an official brand make sure you're using your assets effectively and choosing channels wisely [#CommsChat](#) -9:00 PM Dec 5th, 2011



[LewesRT](#) RT [@CommsChat](#): [@Dan\\_Martin](#) u could say the same for advertising or other comms spend. I reckon that u sponsoring a Lewes eg badminton player.. [#commschat](#) -9:00 PM Dec 5th, 2011



[CommsChat](#) whats the one takeout thing we should think of for our brands next Summer. Involved or otherwise? [#commschat](#) -8:59 PM Dec 5th, 2011



[Communicatmag](#) The standard wont pick up on an athlete just because hes from London. eg theyre more likely to write about Man U than Hayes FC [#commschat](#) -8:58 PM Dec 5th, 2011



[charliealmond](#) [@CommsChat](#) But in all seriousness, there's no more sport than usual, it's just that we're more aware of it being in London. [#CommsChat](#) -8:57 PM Dec 5th, 2011



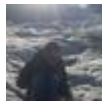
[charliealmond](#) [@CommsChat](#) Well I'm at EURO2012 then London 2012, so I'll certainly need a holiday in October...! [#CommsChat](#) -8:57 PM Dec 5th, 2011



[louise\\_s\\_page](#) [#CommsChat](#) RT [@monsieurnicoue](#): World Cup Final 1998. Was Ronaldo forced to play? It become less of a sport, more a corporate playground -8:56 PM Dec 5th, 2011



[CommsChat](#) Bu on cost, [@charliealmond](#), do we run the risk of being 'sportsed' out next year? Will other sports sponsorship suffer? [#commschat](#) -8:55 PM Dec 5th, 2011



[StevenWoodgate](#) Commercial sponsorship at London 2012 will need integrate issues & crisis management into their planning. [#sportpr](#) [#commschat](#) -8:55 PM Dec 5th,

2011



[charliealmond](#) [@Comprof1](#) Yes, but it works both ways. Sponsors want exposure, niche sports struggle to offer that, so it's a catch 22. [#CommsChat](#) -8:55 PM Dec 5th,

2011



[Dan\\_Martin](#) [@Communicatemag](#) That's a typical London attitude! [#commschat](#) -8:54 PM Dec 5th, 2011

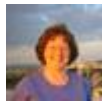


[CommsChat](#) [@Dan\\_Martin](#) ...would be less than a page in B&H Argus & get you much more exposure [#commschat](#) -8:53 PM Dec 5th, 2011



[CommsChat](#) [@Dan\\_Martin](#) u could say the same for advertising or other comms spend. I reckon that u sponsoring a Lewes eg badminton player.. [#commschat](#) -8:53

PM Dec 5th, 2011



[Comprof1](#) [#commschat](#) niche sports markets have been over looked in US. Greater chance for global sports niche marketing not cost effective in mass mkt -8:53 PM Dec

5th, 2011



[charliealmond](#) [@charliealmond](#) Yes, which is why many of our clients integrate Issues & Crisis management into their sponsorship planning. [#CommsChat](#) -8:52 PM

Dec 5th, 2011



[Comprof1](#) [#commschat](#) Companies need to be smarter and target better with social media. Able to reach some real niche markets (i.e. rowers, equestrian) -8:51 PM Dec

5th, 2011



[charliealmond](#) [@louise\\_s\\_page](#) I know most athletes will be on lock-down 3 or 4 months out, so sponsors won't be doing much during that period [#CommsChat](#) -8:51

PM Dec 5th, 2011



[nataliebenjamin @charliealmond](#) yes, important employees understand real value for them and how Olympic lessons can improve their performance! [#CommsChat](#) -8:51

PM Dec 5th, 2011



[Dan Martin @Communicatemag](#) Possibly but even those costs will be prohibitive for the UK's smallest businesses [#commschat](#) -8:50 PM Dec 5th, 2011

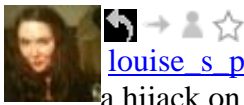


[charliealmond @louise\\_s\\_page](#) I know that many athletes have several deals, but they're professionals & don't let their training suffer [#CommsChat](#) -8:50 PM Dec 5th,

2011



[CommsChat @Dan\\_Martin @charliealmond @jonnyexcell](#) ... from a comms perspective [#commschat](#) -8:49 PM Dec 5th, 2011



[louise\\_s\\_page @charliealmond](#) and a terrifying one for brands, a backlash on twitter, a hijack on Facebook could scupper 4yrs planning [#CommsChat](#) -8:48 PM Dec 5th,

2011



[Dan Martin @charliealmond @jonnyexcell](#) This chat is focusing on businesses as far as I'm aware [#commschat](#) -8:48 PM Dec 5th, 2011

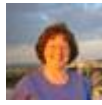


[CommsChat](#) RT [@louise\\_s\\_page](#): Will sponsors be blamed for poor performances for impact of sustained PR activity on athletes training? [#commschat](#) -8:48 PM Dec 5th, 2011



[Dan Martin @jonnyexcell](#) That was the point of my question. How will far with the benefits of [@London2012](#) extend beyond London? [#commschat](#) -8:47 PM Dec 5th,

2011



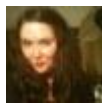
[Comprof1](#) [#commschat](#) Look at the world cup (soccer/football) and how the men's coverage was even different than this year's women's coverage. -8:47 PM Dec 5th, 2011



[charliealmond](#) [@jonnyexcell](#) [@Dan\\_Martin](#) from purely the fans perspective, I think it'll be fantastic to have the Olympics in UK, not just LDN. [#CommsChat](#) -8:47 PM Dec 5th, 2011



[CommsChat](#) quick commercial announcement - A big thanks to our sponsors, KWD, Mynewsdesk, Cision & Wolfstar [#commschat](#) -8:46 PM Dec 5th, 2011



[louise\\_s\\_page](#) [#CommsChat](#) when will sponsors question impact of sustained PR activity on athletes' training? Will sponsors be blamed for poor performances? -8:46 PM Dec 5th, 2011



[jonnyexcell](#) [@Dan\\_Martin](#) Good question, but wouldn't just limit that to business, could question whether most of the country gets any benefit [#commschat](#) -8:45 PM Dec 5th, 2011



[LewesRT](#) RT [@Communicatmag](#): [@Dan\\_Martin](#) if youre a company that is sponsoring a eg Lewes born and bred athlete [#commschat](#) -8:45 PM Dec 5th, 2011



[charliealmond](#) [@louise\\_s\\_page](#) Absolutely! It'll be a really exciting Games for fans - Twitter will give insight from athletes never seen before [#CommsChat](#) -8:45 PM Dec 5th, 2011



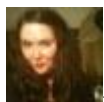
[Communicatmag](#) [@Dan\\_Martin](#) if youre a company that is sponsoring a eg Lewes born and bred athlete [#commschat](#) -8:44 PM Dec 5th, 2011



[Communicatemag](#) [@Dan Martin](#) I would thought especially outside London. Much easier to get coverage in eg Brighton & Hove Argos than the Standard [#commschat](#) - 8:43 PM Dec 5th, 2011



[charliealmond](#) [@nataliebenjamin](#) Very good point. Internal comms are a major thread of all the Olympic brands we're working for at H+K currently [#CommsChat](#) - 8:43 PM Dec 5th, 2011



[louise\\_s\\_page](#) Surely the digital nature of 2012 Games puts focus back on fans, instant engagement with & feedback on social media activation [#CommsChat](#) -8:43 PM Dec 5th, 2011



[charliealmond](#) [@Communicatemag](#) It's going to be a challenge for sure, but I know LOCOG are constantly looking at how that will work effectively. [#CommsChat](#) -8:42 PM Dec 5th, 2011



[Dan Martin](#) [@jonnyexcell](#) And the ones outside London? [#commschat](#) -8:42 PM Dec 5th, 2011



[Communicatemag](#) RT [@nataliebenjamin](#): [#commschat](#). Hi! Sponsors mustt neglect power of Games to engage their employees, above & beyond merchandise [#commschat](#) -8:42 PM Dec 5th, 2011











[CommsChat](#) [@nataliebenjamin](#) Interesting. I can see massive potential for internal comms and teh games [#commschat](#) -8:41 PM Dec 5th, 2011







[nataliebenjamin](#) [#commschat](#). Hi! Sponsors must't neglect power of Games to engage their employees, above and beyond merchandise! [#CommsChat](#) -8:40 PM Dec 5th,





2011





    [Communicatemag](#) Are they going to effectively be able to police online?  
[#commschat](#) -8:40 PM Dec 5th, 2011





    [Dan Martin @CRMediaSport](#) I know what 'SME' means. Asking what size biz you think they are. Chances are it'll only be the Ms which benefit [#commschat](#) -8:40 PM Dec 5th, 2011





    [Communicatemag](#) but will that potentially cause problems with all the restrictions?  
[#commschat](#) -8:39 PM Dec 5th, 2011





    [nataliebenjamin](#) [#commschat](#) -8:38 PM Dec 5th, 2011

    [charliealmond @Communicatemag](#) through the channels brands can communicate through. There are so many choices with more growing (Google+ for eg)  
[#CommsChat](#) -8:38 PM Dec 5th, 2011

    [jonnyexcell @Dan Martin](#) Think about local small businesses, surely all the retail/service based ones will benefit from the massive footfall? [#commschat](#) -8:37 PM Dec 5th, 2011

    [charliealmond @CommsChat](#) They encourage sponsors to talk to each other and will have reviewed each brands plans. Not sure about smaller orgs. [#CommsChat](#) -8:36 PM Dec 5th, 2011

    [Communicatemag @charliealmond](#) how will we see "first truly digital" games? How will that manifest? [#commschat](#) -8:36 PM Dec 5th, 2011

    [CRMediaSport @Dan Martin](#) Exactly that, small and medium sized businesses that want to get noticed locally and regionally. [#commschat](#) -8:35 PM Dec 5th, 2011



[CommsChat](#) Has LOCOG helped advise companies on sponsorship? And has there been an active campaign to reach out to smaller organisations? [#commschat](#) -8:34 PM Dec 5th, 2011



[charliealmond @CommsChat](#) Well Seb Coe has already come out and claimed L2012 will be the first truly digital Olympic Games. So that'll be big. [#CommsChat](#) -8:34 PM Dec 5th, 2011



[Dan Martin @CRMediaSport](#) How do you define 'SMEs'? [#commschat](#) -8:33 PM Dec 5th, 2011



[charliealmond @StevenWoodgate](#) Yes they are. But legacy could be internal or external - it depends what the objectives of the sponsorship is. [#CommsChat](#) -8:32 PM Dec 5th, 2011



[Communicatomag](#) RT [@charliealmond](#): I think people will be surprised at how much impact Games will have. Fully expect a carnival atmosphere next yr [#commschat](#) -8:32 PM Dec 5th, 2011



[CommsChat](#) Q3 How will these games differ from previous Olympics in terms of the way sponsors get their messages across? [#commschat](#) -8:31 PM Dec 5th, 2011

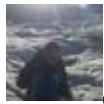


[charliealmond @Dan Martin](#) I think people will be surprised at how much impact the Games will have. I fully expect a carnival atmosphere next yr [#CommsChat](#) -8:31 PM Dec 5th, 2011



[CRMediaSport @Dan Martin](#) local athlete sponsorship would definitely benefit SMEs (PR / CSR) [#commschat](#) -8:30 PM Dec 5th, 2011





[StevenWoodgate](#) [@charliealmond](#) [#CommsChat](#) 'Legacy' is the big word used by officials for London 2012 - are sponsors looking to make similar long term gains? - 8:29 PM Dec 5th, 2011



[MMaryMcKenna](#) RT [@Dan\\_Martin](#): Despite what [@London2012](#) organisers say, I think very few small businesses will benefit from the Games [#commschat](#) -8:28 PM Dec 5th, 2011



[CommsChat](#) So with so much big brand involvement in Olympics will that drive down the costs of non-Olympic opportunities? eg Euro2012 [#commschat](#) -8:28 PM Dec 5th, 2011



[Dan\\_Martin](#) Despite what [@London2012](#) organisers say, I think very few small businesses will benefit from the Games [#commschat](#) -8:27 PM Dec 5th, 2011



[CommsChat](#) [@carogomezc](#) hey, welcome to CommsChat. Are you advising Columbian companies on 'Team Columbia' involvement? [#commschat](#) -8:26 PM Dec 5th, 2011



[charliealmond](#) [@carogomezc](#) Good to have another H+K'er on board! [#CommsChat](#) -8:26 PM Dec 5th, 2011



[charliealmond](#) [@Communicatomag](#) Yes, there will be restrictions on when non-official brands can advertise and communicate during that period [#CommsChat](#) -8:26 PM Dec 5th, 2011



[radiantlady](#) [@CommsChat](#) Hi! [#commschat](#) -8:25 PM Dec 5th, 2011



[carogomez](#) [#CommsChat](#) today, connected from H+K Colombia! -8:24 PM Dec 5th, 2011



[charliealmond](#) [@StevenWoodgate](#) Football is by far and away most popular sport to sponsor, but others catching up. m'sport up there too [#CommsChat](#) -8:24 PM Dec 5th, 2011



[Communicatmag](#) [@charliealmond](#) So do they get to benefit from Olympics? How does the black out period work? They have to take down eg posters? [#commschat](#) -8:24 PM Dec 5th, 2011



[charliealmond](#) [@Communicatmag](#) They use Rebecca Adlington & co currently, but when we get to games time, there will be a black out period [#CommsChat](#) -8:23 PM Dec 5th, 2011



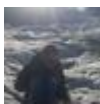
[charliealmond](#) [@Communicatmag](#) It's complex, but take British Gas for example. They sponsor British Swimming, but not Team GB... [#CommsChat](#) -8:22 PM Dec 5th, 2011



[Communicatmag](#) RT [@StevenWoodgate](#): Is Olympics sponsorship more important than other sports? Athletics is not popular, but Olympics is [#commschat](#) -8:20 PM Dec 5th, 2011



[CRMEDIA Sport](#) [@CommsChat](#) It's not too late if you pick your choices wisely. [#commschat](#) -8:19 PM Dec 5th, 2011



[StevenWoodgate](#) [@behindthespin](#) [@charliealmond](#) [#commschat](#) Is Olympics sponsorship more important than other sports? Athletics is not popular, but Olympics is -8:19 PM Dec 5th, 2011



[Communicatemag](#) [@charliealmond](#) so how does law affect things if you are just sponsoring an athlete? or do you always have to do it 'officially' [#commschat](#) -8:18 PM Dec 5th, 2011



[charliealmond](#) [@CommsChat](#) If it's a non-sponsor looking to get involved, a word of caution. There is now law in place to protect from ambush [#CommsChat](#) -8:17 PM Dec 5th, 2011



[charliealmond](#) [@CommsChat](#) That depends. If you mean can they start sponsoring now, that's a question for LOCOG - they might have a open space! [#CommsChat](#) -8:15 PM Dec 5th, 2011



[CommsChat](#) How do people feel about sprrts sponsorship? do people feel it refelects good value in these days of constant pressure to show ROI [#commschat](#) -8:14 PM Dec 5th, 2011



[CRMediaSport](#) [@behindthespin](#) [@charliealmond](#) got to finance the games somehow. It's all about the image of the games now [#commschat](#) -8:14 PM Dec 5th, 2011



[charliealmond](#) [@behindthespin](#) That's a very good question! Certainly sponsorship in sport goes back quite some time - think of the 60/70's WC's [#CommsChat](#) -8:14 PM Dec 5th, 2011



[CommsChat](#) Q1 rolls into Q2 so Is it too late for organisations to start to incorporate London 2012 into their brand strategies now? [#commschat](#) -8:13 PM Dec 5th, 2011



[CRMediaSport](#) And lots of good PR to be gained from those relationships. (not just visual sponsorship) [#CommsChat](#) -8:12 PM Dec 5th, 2011



[charliealmond](#) [@Communicatmag](#) You don't need to be an official sponsor, theoretically you could sponsor anyone, but usually there's a connection [#CommsChat](#) -8:12 PM Dec 5th, 2011



[behindthespin](#) R. Bailey, PR lecturer. When did commercial sponsorship become such a big part of the once-amateur Olympics [@charliealmond](#) ? [#commschat](#) -8:11 PM Dec 5th, 2011



[CRMediaSport](#) yes, definitely. There's a lot of not so big names going to the games (inc Paralympics) that still need funding and exposure [#commschat](#) -8:11 PM Dec 5th, 2011



[CommsChat](#) [@radiantlady](#) Hi. welcome to CommsChat [#commschat](#) -8:11 PM Dec 5th, 2011



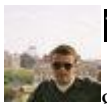
[radiantlady](#) [#commschat](#) - just listening in.. -8:10 PM Dec 5th, 2011



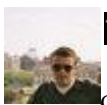
[charliealmond](#) [@CRMediaSport](#) ...if you pick your property correctly and you use assets wisely [#CommsChat](#) -8:09 PM Dec 5th, 2011



[Communicatmag](#) can you get engaged at that level? can a small company sponsor a local athlete, without havng to pay the big bucks of top sponsor [#commschat](#) -8:09 PM Dec 5th, 2011



[charliealmond](#) [@CRMediaSport](#) Yes, I agree. Sponsorship generally is a great way to gain big exposure for relatively small investment... [#CommsChat](#) -8:08 PM Dec 5th, 2011



[charliealmond](#) ...by next summer and that's the official ones! So be clever, be distinctive and plan your activation across channels where poss [#CommsChat](#) -8:07 PM Dec 5th, 2011



[CRMediaSport](#) A1: Olympics to be massive. For companies with small/medium budgets, sponsoring games athletes is a good way of getting exposure [#CommsChat](#) - 8:06 PM Dec 5th, 2011



[charliealmond](#) ...if they still have areas to tie up, then it's important to find some space to shine. We reckon there will be about 50 sponsors [#CommsChat](#) -8:05 PM Dec 5th, 2011



[CommsChat](#) [@CRMediaSport](#) welcome to commschat [#commschat](#) -8:05 PM Dec 5th, 2011



[charliealmond](#) Well I hope that most brands have got their plans pretty set by now with 6 months or so to go...but... [#CommsChat](#) -8:04 PM Dec 5th, 2011



[CommsChat](#) [@charliealmond](#) Charlie there seems so much coming up.Olympics, euro 2012, etc. what should companies be thinking of [#commschat](#) -8:04 PM Dec 5th, 2011



[CRMediaSport](#) We're Changing Room Media. A sports comms agency based in Yorkshire. [#CommsChat](#) -8:03 PM Dec 5th, 2011



[CommsChat](#) Q1. What do sponsors need to focus on over the next six months to maximise the opportunities and exposure for their brands? [#commschat](#) -8:02 PM Dec 5th, 2011



[CommsChat](#) please feel free to contribute, but a little word of intro either now or at your first post would be polite [#commschat](#) -8:02 PM Dec 5th, 2011



[CRMediaSport](#) RT [@LindsayHolt](#): Sports PR friends--tonight's [#CommsChat](#) is for

you. Even if you're not UK based, follow [@CommsChat](#) for good discussion and ideas! -8:01 PM Dec 5th, 2011



[charliealmond](#) Hi everyone - looking forward to your questions tonight [#CommsChat](#)  
-8:01 PM Dec 5th, 2011



[CommsChat](#) and he'll be talking about sports PR and sponsorship in the run up to London 2012 [#commschat](#) -8:00 PM Dec 5th, 2011



[CommsChat](#) CommsChat is underway. My name is Andrew Thomas and I, the publisher of Communicate magazine With us tonight is [@charliealmond](#) [#commschat](#)  
-8:00 PM Dec 5th, 2011