

The Eurostar Sport Industry Lecture

Sport Industry has signed a sponsorship deal with Eurostar for the inaugural Sport Industry Lecture to be held in December.

The high-speed train operator that links the UK with France and Belgium will become title sponsor for the Lecture, which is the latest edition to the series of events rolled out by the team behind the Sport Industry Awards.

Tickets are still on sale for the event, The Eurostar Sport Industry Lecture, which will be held annually, each year presenting a key figurehead from the world of sport who has shown inspirational leadership and remarkable business acumen.

The first Lecture will be held on Tuesday 6 December and will present former Olympic double gold medallist and London 2012 leader Lord Sebastian Coe.

After a champagne reception Lord Coe will make his address, giving a unique insight into his achievements, his leadership style, plans for the future, and his vision for sport in 2006 and beyond. Guests will then have the opportunity to put forward their own questions with an in-depth Q&A hosted by leading business speaker René Carayol, followed by an exclusive dinner with some of the most influential figures in the sport industry.

Nick Keller, Managing Director

of the Sport Industry said: 'The Eurostar Sport Industry Lecture offers the industry a very rare opportunity to really pick the brains of the UK's leading sports business people and who better to learn from, after such a triumphant Olympic bid campaign, than Lord Seb Coe.'

Eurostar's title sponsorship of the Lecture shows the brand's continued commitment to the industry, after it also came on board this year as title sponsor of the Sport Industry Award's new accolade, the Eurostar European Sport Sponsorship Award.

Paul Charles, Director of Communications at Eurostar, said: 'The Eurostar Sport Industry Lecture aims to put opinion formers ahead of the game and we're delighted to be supporting this new event. We understand how important it is for business to be done face to face and this Lecture will offer a truly unique chance to get valuable time with major industry figures.'

The Eurostar Sport Industry Lecture will take place on Tuesday 6 December, 6.30pm, at the Royal Society of Arts.

● *For more information and to book a ticket or a table package, contact the Sport Industry office on 020 7240 7702 or e-mail info@sportindustry.biz*

PR praise for press agency's regional newspaper contacts

National press agency Sportsbeat / News Associates have been hailed by PR and event organisers for their innovative editorial service for regional and local newspapers.

Sportsbeat uses its regional press contacts to place tailored copy, free of charge, in newspapers in order to generate extra coverage for brands and sponsors.

The service is fronted by executive editor David Parsons and draws on the experience of Sportsbeat's ten-strong reporting team and five-strong newsdesk, which includes award-winning Managing Editor James Toney.

Since launching the service this summer, Sportsbeat has already acted as the official news agency of the VISA Paralympic World Cup, Skandia Cowes Week, the Tour of Britain cycle race and the TAG Heuer LINK Challenge.

'It's a win, win situation for everyone,' said Sportsbeat's Commercial Director, James Parsons.

'The client is thrilled because they are gaining coverage worth many thousands of pounds in a media that is notoriously difficult for them to target cost-effectively.'

'The sports editors are delighted because they are getting top-notch copy, written by our journalists and tailored to their title. And it's totally free of charge.'

'Regional papers are in a constant battle with resources and knowing they've got a top-rate reporter in place at these events guarantees they always give us a good show.'

'We aren't PR's - we are journalists. We don't place press releases, we write stories - hunting down local and regional angles with words and pictures. If the story isn't good enough, newspapers know we won't pitch it.'

'Our newsdesk prides itself on its editorial output - that's why our journalists are shortlisted in the Press Gazette Awards and Sports Journalists' Association Awards every year.'

Steve Chisholm, Head of Media at Fast Track, organisers of this year's inaugural VISA Paralympic World Cup, was delighted with the service he received from Sportsbeat.

In three days, Sportsbeat produced over 30 cuttings in 25 key regional newspapers, reaching well in excess of one million readers.

In addition they provided Northcliffe Electronic Publishing with

a special microsite, which focused on the success of athletes in the circulation area of their titles.

'Sportsbeat provided a first class service for the Visa PWC, supplying regular news releases to international, national and targeted regional media,' said Chisholm.

Sportsbeat's brief at Skandia Cowes Week was to turn regional press nibs into page leads - and they successfully produced big splashes in leading regional titles, such as the Birmingham Sunday Mercury and Scotland on Sunday. In total their coverage reached over 1.4 million readers - and even included a regional paper front page.

Skandia PR Manager, Jo Rimmer, said: 'Sportsbeat provided an Event News Service for us at Skandia Cowes Week this year.'

'They not only met the objectives of the brief but they added value through developing additional opportunities. I have already signed them up for next year and I would have no hesitation in recommending them to others.'

Sportsbeat currently works with all leading regional newspaper groups - Trinity Mirror, Northcliffe, Newsquest and Johnston Press.

Their weekly editorial output already reaches millions of readers every week in national and international newspapers while top regional papers, like The Herald, Glasgow and Daily Post are regular subscribers to their story output.

'We are not trying to do the PR's job for them - this service really works with them; we work alongside an in-house or external PR team,' added Parsons.

'The regional press is often under-valued but studies show it is consistently the most trusted form of media.'

'Our day-to-day contact with editors on these titles means we know the stories that make each respective journalist tick. Hopefully, if they have our news editor on the phone, pitching a story, they are sure of what they are going to receive.'

'Nothing is more important than our reputation as a respected and ground breaking newsgatherer.'

● *Sportsbeat / News Associates, James Parsons, Commercial Director: 0870 445 0156, jparsons@sportsbeat.co.uk www.newsassociates.co.uk*

EXTREME SPORTS

King of Shaves goes to the extreme

King of Shaves, the UK's No 2 shaving 'software' brand, has signed a three-year deal to be the primary sponsor of White Air XSF Extreme Sport Festival.

The four-day event, which was held at Yaverland on the Isle of Wight from 27-30 October this year, brought together 500 of the elite and 20,000 spectators to participate and watch awe-inspiring and high octane sport on both land and sea. From skating, BMX, mountain boarding, thundercat racing and mountain bike cross country to kitesurfing, windsurfing, surfing and kayak racing, the King of Shaves White Air XSF Extreme Sports Festival guaranteed top action for adrenalin junkies all around the world.

The event also provided the

backdrop to special events such as hair-raising 'extremeshaving' stunts both afloat and ashore, the UK's premier trade and demo displays with public access to the various competitions, 'Have A Go' taster sessions, live musical entertainment throughout and Miss White Air 2005.

Will King, Founder and CEO of King of Shaves, commented: 'Now in its ninth year, White Air has built its reputation around top class competition and we are thrilled to be able to support sportspeople who strive for excellence outside the mainstream.'

● *www.whiteair.co.uk/ The Communications Store: 020 7584 4344.*