

London 2012

Conferences and events
Brand protection - what you need to know

March 2008



CONFERENCES

Is this guidance for you? Find out more.

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1. Introduction

Since London won the bid to host the Games, a vast number of 'Olympic' or 'London 2012' themed conferences and seminars have been held throughout the UK.

The London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) encourages this discussion and debate around the Games. However, we need to ensure these conferences are presented appropriately. This document provides advice for organisations putting on events about the Games. It also provides details of where to find official information and how to request a London 2012 speaker.

We need to be sure that conferences are providing accurate or helpful information about the Games. Where this does not happen, it causes confusion and could be damaging to London 2012, especially if the event is presented as an 'Olympic' or 'London 2012' event and/or appears to be an official or authoritative source of information when it is not.

We are also aware that some 'Olympic' conferences are being used by businesses as a way to suggest they have an association with the Games, when they do not. This jeopardises our ability to offer official London 2012 sponsors an exclusive association to the Games, in return for which they contribute millions of pounds to London 2012. Businesses creating such an unauthorised association with the Games may also infringe our legal rights (as explained in the Brand Protection booklets available at www.london2012.com/brandprotection).

This document gives guidance to the organisers of conferences who are thinking about providing information on the Games, so that they can avoid these pitfalls.

2. Where to find official London 2012 information

The best source of information about the Games is www.london2012.com. Please ensure that any information you provide at conferences and seminars is accurate.

The London 2012 website lists conferences and events attended by LOCOG, the Olympic Delivery Authority (ODA) and/or our stakeholders or associated organisations (eg the Department for Culture, Media and Sport, the Greater London Authority, the

British Olympic Association, the British Paralympic Association, or a member of the Nations and Regions Group).

3. Speaker requests

LOCOG, the ODA and our associated organisations have hundreds of requests for speakers every month. Each request received will be considered on its merits, and if the event fulfils our objectives in respect of providing useful information to relevant audiences, we will consider sending a speaker. However, we are very unlikely to be able to provide a speaker if these guidelines are not complied with.

If you wish to request a speaker for an event, please email speakerrequests@london2012.com providing all available information about the event, including the proposed title and content, whether delegates are charged a fee, whether there are any sponsors of the event and, if so, who these are.

Please do not state that someone from the LOCOG or the ODA or one of our associated organisations is speaking at an event if this has not yet been confirmed. (a 'to be confirmed' disclaimer is not acceptable.)

We reserve the right to charge a fee for speakers, although the intention is to donate any such fee to a good cause of our choice.

4. Presentation of Games-related events

Where an event is effectively presented as an 'Olympic ' or 'London 2012 ' product, this can present issues and may infringe the London 2012 Organising Committee's legal rights unless authorised by us.

To avoid encountering these problems:

- the event must not be presented as an 'Olympic ' or 'London 2012 ' event, or be marketed in a way which suggests it is an official event;

Not ok:



'London 2012 Conference'
'Olympics Seminar'
'Paralympic Update'

- do not offer sponsorship to the event in a way which suggests an association with London 2012, or the Olympic or Paralympic Movements more generally (see point 5 below); and
- do not use logos, symbols, trade marks or copyrighted images relating to the Games.

To avoid confusion, materials produced for or about an event which is focused on the Games should also carry a disclaimer making it clear that the event is not organised or endorsed by London 2012. Our preferred wording (which should be included prominently on all marketing material etc) is:

'This event is not an official [London 2012/ Olympic/ Paralympic] event and has been organised independently by []'.

5. Event sponsorship

(a) Events focused on the Games

If an event which focuses on the Games is sponsored, this may suggest that the sponsoring business has an association with the Games. As such no title or headline sponsorship of the event, or of any section of the event, should be offered.

The easiest way of avoiding issues relating to sponsorship is not to offer sponsorship to the event. However, if there are sponsors, it should be very clear that they are not associated with the Games, or the Olympic or Paralympic Movements more generally, and should be shown only as sponsors of the organisation operating the event.

This can be achieved through positioning credits to sponsors appropriately. For example, the following would be acceptable:



If exhibition space is being sold to companies, or business representatives are speaking at an event, please ensure they have seen our Brand Protection booklets (available at www.london2012.com/brandprotection) to ensure that they do not use their presence at the event to create an unauthorised association with the Games.

(b) Event which are not solely about the Games

Where an event's focus is not specifically about the Games, and simply provides a few 'slots' of information about the Games (eg two out of six sessions at a conference), the event can carry sponsorship. However, any Games-specific slots at the event should not be individually sponsored so as to suggest the sponsor has an association with the Games (eg 'Building the Olympic Park, in association with XYZ Construction Ltd' would not be acceptable). Nor should sponsors of the event seek to suggest they have an association with the Games in any other way.

6. Contact us

Thank you for your interest in the Games.

If you have any queries about this document or putting on an event, please contact Gavin McMahon on 020 3 2012 101. If you are enquiring about the possibility of a London 2012 representative speaking at your event, please email speakerrequests@london2012.com

7. Is this guidance for me?

NB This document is intended for people within the United Kingdom wishing to host conference and seminars about the London 2012 Olympic Games and Paralympic Games (the 'Games '). It applies to non-commercial organisations which have a responsibility to disseminate information, and to organisations whose core business is the provision of information/education.

It is not intended for other businesses, such as professional service providers, which are thinking of putting on an event about the Games as part of their sales and marketing activities. Such businesses should refer to our Brand Protection booklets (available at www.london2012.com/brandprotection), which explain the rules relating to hosting marketing activities in relation to the Games.