



Taiwan Brand International Sports Events Workshop



教育部體育署
Sports Administration, Ministry of Education

Nurturing Taiwan Sports Soft Power: Writing a New Chapter for Branding International Sports Events

The COVID-19 pandemic has affected international sports competitions heavily, however, the Sports Administration has not stopped moving forward. We launched the Taiwan Brand International Sports Events Workshop with three main pillars to convey the idea of Taiwan brand international sports events and maintain the momentum of international sports events while increasing Taiwan's sports soft power.



In March this year, the Sports Administration held the 2021 Fun Sports in Taiwan International Forum, introducing international elements to Taiwan and signed an MOU with Japan Sport Tourism Alliance (JSTA). Then, the event series of Taiwan Brand International Sports Events Workshop kicked off. Three pillars were brought out, beginning with pillar 1 Brand Training Courses; experts and professionals in various fields from Taiwan and overseas shared practical cases and comprehensively enhanced the brand thinking and ideas of Taiwan's sports event hosts, refining administrative and marketing capability and expanding international vision. Then, pillar 2 was the Sports Events Online Vote, through the online vote uniting society and attracting people's attention to sports events. In all, over 300,000 votes were received and the 10 most popular online sports events were selected. Lastly, DEMO Presentations and Sharing was held to expand exchange; the 10 most popular online sports events, hosts of famous international sports events and sports innovation accelerator startups shared the experience of successful sports events in Taiwan and overseas and the use of sports technology. Also, the 2021 Taiwan Brand International Sports Events Demo Competition - College Group was held to absorb the imagination and creativity of young people. Students were further engaged in matching and exchange with sports event hosts to create endless innovative possibilities for common good.

In response to the pandemic, the pattern of international sports events has broken through the old framework and "virtual sports" digital application is becoming a mainstream international trend. In its Olympic Agenda 2020+5, the International Olympic Committee (IOC) emphasizes that, in future, digitization will be actively promoted. Today, as the leader in Asia, Taiwan combined cycling and esports and overcame restrictions of the pandemic to invite international athletes to take part in competition online, showing Taiwan's sports digitization power. This is a pioneering way of continuing international exchange in the pandemic period.

The Sports Administration's efforts to build Taiwan brand international sports events have yielded good results in recent years. Even in the epidemic period we have continued to build up our capability. New Taipei City and Taipei City will jointly hold the 11th World Masters Games 2025; this year the organizing committee was established, raising the curtain on the preparation of the event. The World Masters Games 2025 Taipei City & New Taipei City will certainly be a focal point of the world in the post-pandemic era. Let's all look forward to sports events after sports events and show Taiwan to the world through the efforts of the government and the people.

Acting Director-General,
Sports Administration, Ministry of Education

Jeng-Chiao Lin

December, 2021



Taiwan Brand International Sports Events Workshop Activity Series

Holding international sports event can mold a positive image for Taiwan or a city as well as increase sports power and raise our profile. Sports events also allow the world to know about the development of sport in Taiwan and its distinctive culture. The Sports Administration launched Brand Training Courses in 2020, converting the aspects that need strengthening of past sports events into course contents, helping sports event organizers enhance their knowledge and skills for organizing sports events. After a year of course learning, every course has been full and a good response has been received. For this reason, the Sports Administration held the 2021 Fun Sports in Taiwan International Forum in March. During the event, the idea of Taiwan Brand International Sports Events Workshop was put forward, aiming in the new year to continue to enhance the brand concept of sports event organizers and enhance city linkage and expand international vision. Further to this, International Masters Games Association (IMGA), International Association of Event Hosts (IAEH) and Quantum Consultancy were invited to share experiences of holding sports events amidst the pandemic and how to use sports events to drive city development, create brand value and to develop new opportunities for sports events. Also, to promote international exchange, a cooperation MOU was signed with Japan Sport Tourism Alliance (JSTA) that was witnessed by the Sports Administration, city and county governments, diplomatic envoys in Taiwan and attending representatives. It is hoped that there will be more cooperation and experience sharing in future. The Taiwan Brand International Sports Events Workshop activity series was also launched during the event, symbolizing a new milestone for Taiwan's international sports events!



Pillar 1 : Brand Training Courses

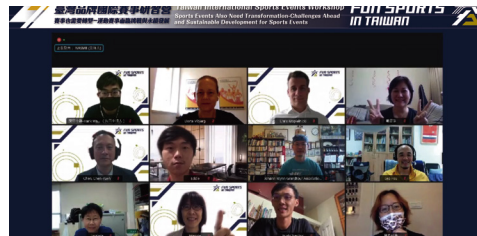
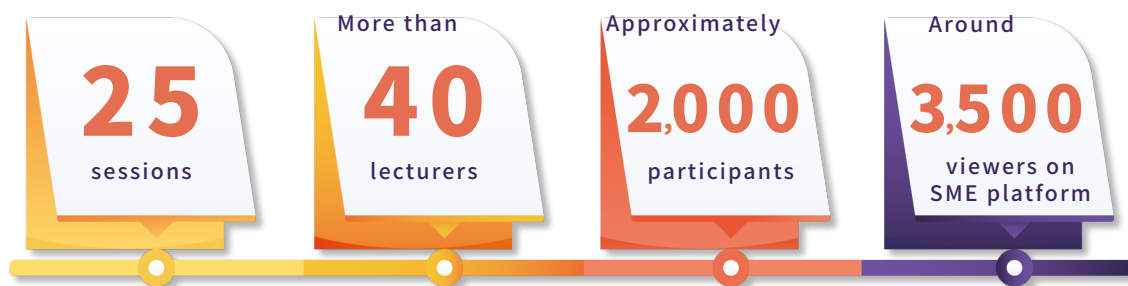
This year's Brand Training Courses had three main subjects, including sports event knowledge and skills, brand marketing and international exchange. Experts in various fields were invited to share actual cases and carry out interactive Q&A to increase international sports event organizing and manipulation experience. For the first time, overseas sessions were added, making good use of technology to overcome spatial restrictions. More than 40 lecturers in Taiwan and overseas were invited and over 2,000 students took the courses.

Launched in March, over 25 brand training course sessions were held. The courses were held at the fixed time of every Wednesday afternoon to help students develop the habit of attendance. Both physical and online class methods were adopted to increase convenience for students. The number of students not only increased, they were from a wider variety of groups, including university students and teachers, people from the sports industry and the general public, universalizing sports related knowledge. The courses were divided into three main subjects: sports event knowledge and skills to improve sports event organizing related knowledge and skills; brand marketing to build brand related concepts and enhance sports event marketing and promotion ability; and through international exchange, learning experience and distinctive methods for organizing international sports events.

For the first time, international exchange course invited experts from Malaysia, the Philippines, Japan, Denmark and the UK to engage in exchange with experts from Taiwan on topics including marketing of famous sports events, city tourism and sustainable operation. Through case sharing and Q&A, there was an enthusiastic response from students. Through analysis by experts from Taiwan, students were able to quickly understand the experience of organizing classic sports events and were thus able to learn the tips of successfully holding an international sports event and create more value for sports events in Taiwan.

This year's courses were very well-received. Students said that not only was sharing done on a practical level, applied knowledge was also sorted, joining knowledge and practice and allowing them to learn a lot. Through the courses, students also obtained a better understanding of their own needs, therefore, the Sports Administration also arranged one on one consultation. Students put forward an application regarding a course related topic, then the Sports Administration assisted with matching professional counselling services for in-depth case discussion to promote the precision optimization and upgrading of sports events in Taiwan and move towards premier international sports events.

To create more diverse learning channels, online and offline Brand Training Courses were all recorded and posted on the Fun Sports Facebook fan page and YouTube channel. Key courses content was also included in the Sports Administration international sports information translated abstracts and newsletter. This year, the Sports Administration has cooperated with the SME Learning platform of the Small and Medium Business Administration of the Ministry of Economic Affairs, establishing the Sports Innovation Program and posting Brand Training Courses. After one year of promotion, around 3,500 people have taken the Sports Innovation Program on the platform. Through the digital learning resources provided by the platform, sports event organizers and undertakers are encouraged to handle cross-area learning. Sports event related knowledge and skills were increased through the courses, as well as sports talent nurturing capability.



The three subjects of Brand Training Courses



DP Smart Technology Co., Ltd.

—— **Kevin Chiang** CEO

Chinese Professional Baseball League

—— **Candi Lee** Deputy Director

Backer-Founder Co., Ltd

—— **Ta-han Lin** Founder

Hongs, Attorney at Law

—— **Wei-sheng Hong** Lawyer

Flight International Co., Ltd.

—— **Alex Chen** CEO

Creativity Practician Co., Ltd.

—— **Cindy Chen** Director

International Sports Volunteers Association

—— **Felix Chan** President

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—— **Ivan Liu** Officer

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—— **Chris Day** Section Chief

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—— **Annie Mok** Language consultant

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—— **Emma Yu** Marketing Director

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Dotmore Media Co., Ltd. — **Ho-cheng Lin** CEO

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—— **Simon Huang** General Manager

WOWSight — **Shih-hung Yeh** Co-founder

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—— **Joanne Yeh** Leader

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Media and Communication

—— **Gary Pei** Lecturer

CTBC Brothers Baseball Club

—— **Chih-wei Liu** Manager

Taiwan's Rice Heaven Tianzhong Marathon

—— **Tsung-cheng Cheng** Executive Secretary

Chinese Professional Baseball League

—— **Shih-chi Chien** Deputy Director

Philippine Sports Commission

—— **Celia Kiram** Commissioner

Sparta Athletics and Running

—— **Dorte Vibjerg** CEO

Quantum Consultancy

—— **Krzysztof Kropielnicki**

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Asian Association for Sport Management

—— **Wirdati Mohd. Radzi** Vice President

Organizing Committee of the World Masters
Games 2021 Kansai

—— **Norio Nakatsuka** CEO

Organizing Committee of the World Masters
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—— **Keigo Tennoujidani** Director

Japan Sport Tourism Alliance

—— **Munehiko Harada** Chairman

Yurihama Town, Tottori Prefecture

—— **Masamichi Miyawaki** Mayor

Sports Tourism Promotion Office, Sports
Promotion Division, Tokushima Prefectural
Government

—— **Hideshige Masuda** Office Head

Sports Event Knowledge and Skills

International Sports Event Contract Specifications

Sports events have been affected by many disputes in recent years, the reasons being that a clear contract or rules were not set in advanced with the results that those involved don't know whether to file a lawsuit or go to arbitration. As most international sports events are organized by international sports organizations, it is a private legal relations, however, disputes often arise because the international sports organizations involved differ and there are differences in local laws and language. Regarding the basic items of sports event contracts, attention needs to be paid to various rights and obligations, as well as environmental protection, human rights, social responsibility and others specifications and the method for handling breach of contract should be set. Also, in the contract, the miscellaneous part may contain contents more important than the aforementioned content, therefore, sports event organizers should pay special attention to this part.



Building A Green and Environmentally Sports Event

Road running has become very popular around the world in recent years, however, the large number of people involved can cause a trash problem when a road running event is held. The Olympic Agenda 2020+5 also stated that the International Olympic Committee (IOC) will set related strategies in response to climate change with the aim of making sports events green and environmentally friendly. The Earth Day Run sets the best example, every year having a different theme to echo current environmental protection issues. For example, in 2017, cups made from edible material were introduced; two years were spent persuading runners to change from paper cups, educating runners in environmental protection concepts. In terms of implementation, the five levels of reuse, reduced use, recycling, regeneration and education can be used to find if it helps with environmental sustainability.



Brand Marketing

New Media, Developing a New Pattern for Sports Events

Media is an indispensable link in sports event marketing. From newspapers and TV to today's self-media and YouTube celebrities, the way sports event organizers communicate and cooperate with the media has to move with the times to continue to build good relations with the media. Also, the advantage of digital media is that its changes can be made at any time in accordance with data feedback, which is something traditional media can't do, consequently, continually observing results and using different subjects for promotion and providing solutions for different events and audience attributes is very important. As well as organizing the sports event well, organizers need to choose whether to use traditional, internet or self-media for exposure and promotion according to their objectives and target audience; creating topics of discussion that are worth reporting is success.



International Exchange

Le Tour de Langkawi

Le Tour de Langkawi is the cycling event with the highest prize money in Asia, and its success is the result of the public sector, sports industry as well as the general public. It was 25 years ago when Malaysia first launched the Le Tour de Langkawi in the popular vacation destination of Langkawi. The athletes are able to experience the diverse culture, rural landscape and the unique scenery of Asia. Mainstream media and social media were also employed to create marketing value. This event is mostly funded by the government not to make profit but to benefit the society and citizens, as well as supporting the sports industry for public benefit.

Southeast Asian Games

The 2019 Southeast Asian Games were hosted by the Philippines. From the logo design to related activities and merchandise, everything aimed at building a brand image to represent the recognition and identity of the event. The official slogan of “We win as one” not only conveyed the spirit of the event but also demonstrated the cultural characteristics of the Philippines and resonated with other countries. The catchy theme song also left a lasting impression. Information delivered through different channels and platforms also contributed to the event promotion and strengthened the connection with the image of the event. To sum up, the Southeast Asian Games hosted by the Philippines cleverly combined the power of pop culture and successfully attracted the attention of the younger generation.

World Masters Games 2021 Kansai

With Taipei City and New Taipei City hosting the World Masters Games in 2025, the World Masters Games scheduled in Kansai, Japan in May 2022 are destined to catch the eye of the locals. “Anyone can participate” is one of the selling points of the World Masters Games, with people sharing their unyielding spirit with the rest of the world. The participants of the World Masters Games tend to have better incomes, making sports tourism a highlight besides the event itself. To make sure the athletes and their families enjoy the trip, accessible transportation and discounts are of the utmost importance. The host has to make sure all details including taking the bus and booking their stay are convenient. An app has also been launched to tackle the language barrier while putting the spotlight on unique local characteristics. This helps with tourism branding as well as delivering economic value.

Copenhagen Half Marathon

The world-renowned Copenhagen Half Marathon has numerous participants, and it has the vision of becoming the best half marathon in the world. Serving as the race track of the half marathon, 150,000 people cheer for the participants on the streets of central Copenhagen. As the most endearing part of the event, the strong support of the citizens serves as proof that sports can successfully market a city. Whether it's over a thousand volunteers or media of all kinds, the broadcasting and reporting communicate the beauty of the city and sport to every corner of the world. The added value of the event is created by the collaboration among businesses and the municipality in a win-win situation. At the same time, the host aims at progressing with the times by making the event safe and sustainable. To this end, environmental protection, sustainability and communication are also focal points.



Pillar 2 : Sports Events Online Vote

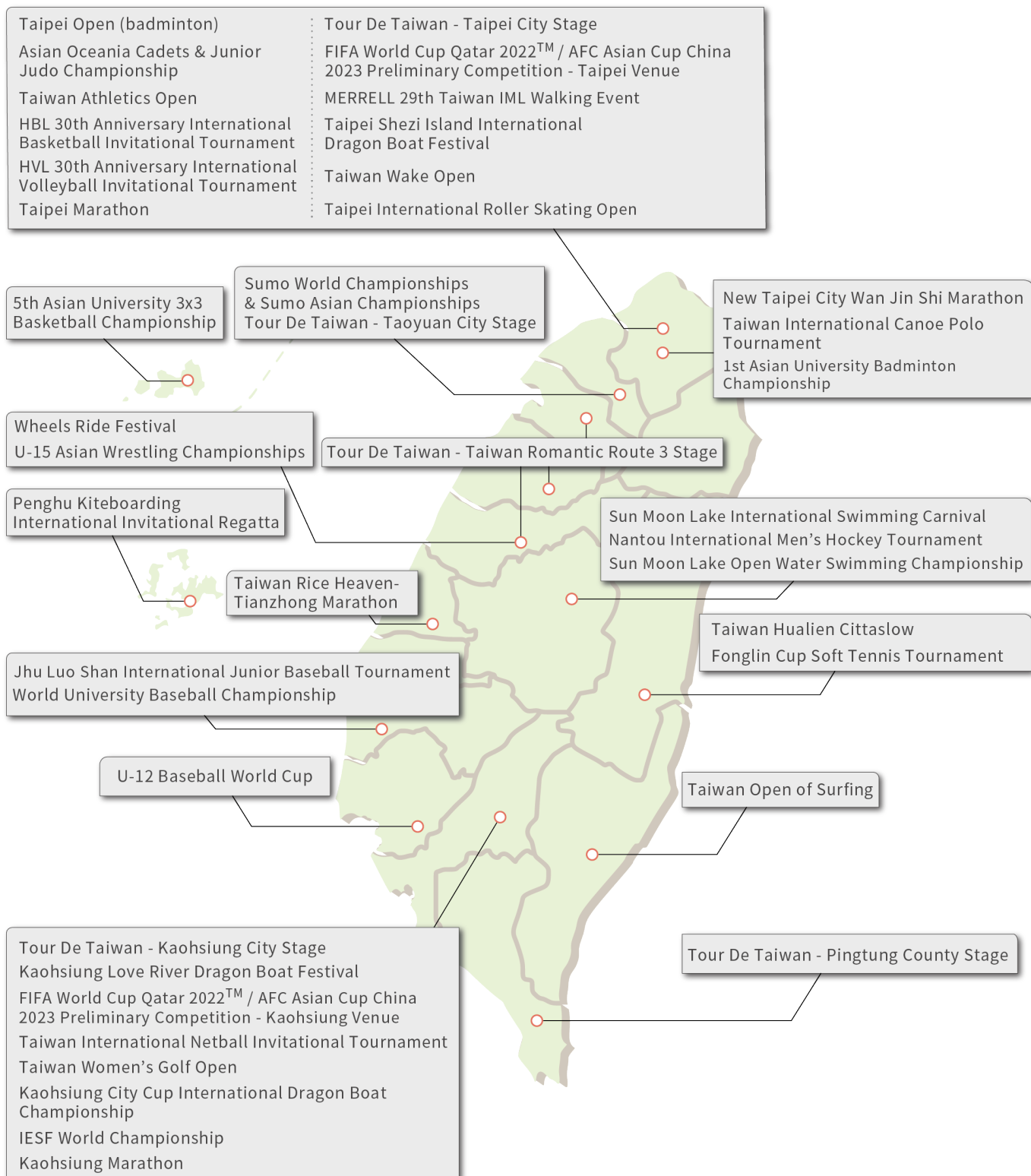
Taiwan holds over 100 international sports events annually. The event contents aren't just splendid and exciting, they also show Taiwan's soft power in terms of ability to organize international sports events. Starting in 2019, with the aim of molding Taiwan brand sports events as the objective, the Sports Administration has actively built Taiwan-brand international sports event and selected 12 international sports events that year. This year, the Taiwan Brand International Sports Events Online Vote was held to maintain the attention given to Taiwan's international sports events to encourage all citizens to have fun doing sports.

Beginning in June, the Sports Administration invited sports events that have received its subsidy in the last 3 years to sign up for the competition. Rich awards were provided to encourage participants to actively market to generate popularity and also invited them to the DEMO Presentations and Sharing. In August, citizens were called to vote on the special webpage established for the activity. Promotions were carried out through the Fun Sports in Taiwan fan page and related social media; three waves of promotion were carried out, including riddle interaction and lucky draw, with reach of over 80,000 people. The 10 most popular online sports events were successfully selected.

The vote received a good response, with 29 sports events hosts and 35 sports events taking part. Each event had its own character, from student competition to distinctive brand event with local characteristics, each adding distinctive features and talking points to the Sports Events Online Vote. Over 300,000 votes were received in the one-month voting period with over 90,000 people taking part, and the vote greatly enhanced the visibility of international sports events.



Appreciation to 29 sports events hosts and 35 sports events for participating

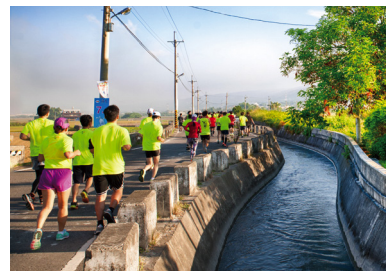




10 most popular online sports events

Taiwan's Rice Heaven - Tianzhong Marathon

Taiwan's warmest and most rural marathon. 6,000 locals welcome runners enthusiastically. The event is loved by domestic and overseas runners and has driven business opportunities and attracted young people back, making the Tianzhong town the home of runners.



Taipei Open (badminton)

The highest level badminton tournament in Taiwan, with total prize money of US\$500,000, the Taipei Open allows the best local players to participate on home courts and enhances the popularity of badminton. As co-host, Taipei City Government takes the opportunity to boost the city's reputation internationally.



Tour de Taiwan

Tour de Taiwan is a large premium international event classified as category 1 by the Union Cycliste Internationale (UCI). It is the multi-day international professional race with the widest-reaching influence in Taiwan. It is an important world-class event in Taiwan that combines tourism, culture, industry and local characteristics.



Taipei Marathon

Taipei Marathon is the biggest international city marathon in Taiwan, and is categorized as a Bronze Label Road Race by the World Athletics (WA). It is now a "world-class city marathon" and the first certified "urban marathon" in Taiwan. It is an important event for marketing Taipei City.



U-12 Baseball World Cup

The U-12 Baseball World Cup is the under-12 baseball world championship sanctioned by the World Baseball Softball Confederation (WBSC). It brings young baseball players from all over the world to Taiwan to fight for the title of champion.



Taiwan Hualien Cittaslow Fonglin Cup Soft Tennis Tournament

The Taiwan Hualien Cittaslow Fonglin Cup Soft Tennis Tournament was sanctioned by the Asia Soft Tennis Federation and is a major international soft tennis annual tournament. The townspeople are mobilized to share the passion of Fonglin with guests and players from all over the world. The diverse tourism resources and carnival of Hualien are also combined with the event to showcase the charm of Fonglin as a “city for slow living”.



New Taipei City Wan Jin Shi Marathon

The New Taipei City Wan Jin Shi Marathon is the highest-ranking event certified by the World Athletics in Taiwan. The magnificent landscape also makes it the most significant marathon in northern Taiwan. New Taipei City combined the Queen’s Head on the northern coast to create a dedicated identity system, successfully building an exclusive sports event brand.



Nantou International Men’s Hockey Tournament

Players from the New Southbound Policy countries are invited to learn from one another while promoting the abundant tourism resources in Nantou. It is dedicated to making Nantou as a sport city that combines health, happiness and tourism, showing the strength and beauty of Taiwan to people all over the world.



Sun Moon Lake International Swimming Carnival

This event is one of the most important events in Nantou, mobilizing cross-industry cooperation to arrange carnival and tourism activities that allow the participants to fully experience the beauty of Sun Moon Lake. The combination of tourism and sports successfully attracts swimmers from all over the world to the Sun Moon Lake. The carnival also brings more than NT\$150 million in business opportunities.



Jhu Luo Shan International Junior Baseball Tournament

Launched in 1998, the Jhu Luo Shan International Junior Baseball Tournament is the event with the most teams for a single sport in Taiwan. It is the grandest event for elementary school baseball in Taiwan. With combined effort from the public and private sectors, this international event showcases Chiayi City’s passion for baseball to the world.



Pillar 3 : DEMO Presentations and Sharing

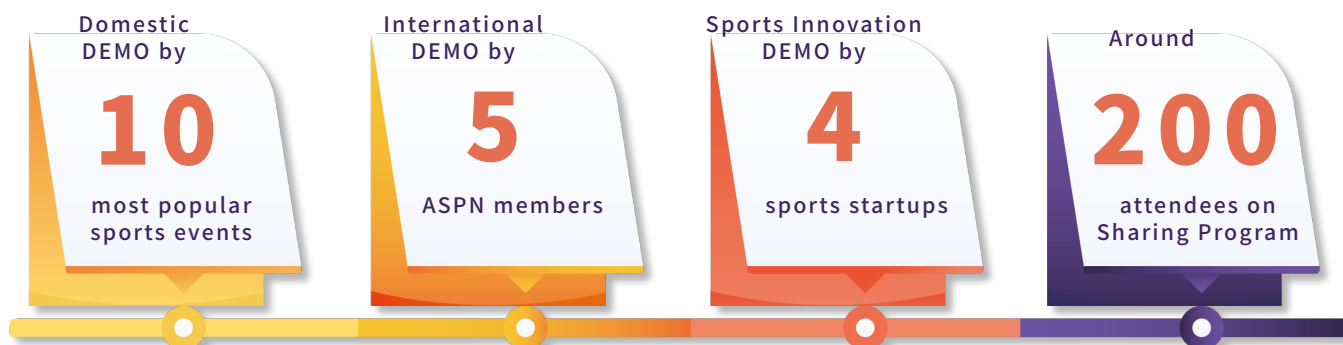
The Sports Administration held the Fun Sports in Taiwan Exchange and Sharing Program on October 12 to continue to build Taiwan brand international sports events and refine the organizing capability and quality of sports event hosts. This event featured DEMO Presentations and Sharing, including experience sharing by the 10 most popular online sports events, learning from APEC Sports Policy Network (ASPN) benchmark international brand sports events and linking sports and innovative technology. The experience and methods of domestic and overseas sports events and digital sports capability were displayed, creating the effect of continually optimizing Taiwan brand international sports events.

Also, this year, the 2021 Taiwan Brand International Sports Events DEMO Competition - College Group was held for the first time. Schools were invited to take part and think up a creative marketing plan for a Taiwan brand international sports event. The winning 3 teams were invited for DEMO sharing in September and had further matching and exchange with sports event hosts to allow international sports events to set down roots and give them new opportunities.



This year, the Fun Sports in Taiwan Exchange and Sharing Program adopted both physical and online methods. The planner that oversaw the opening ceremony and the brand group member of the 2017 Taipei Universiade shared how to create profound city memories from the angle of city marketing and crowdfunding. Sports media platform professionals were also invited to share their experience of taking part in the 2020 Tokyo Olympics amidst the challenges of the pandemic.

This Fun Sports in Taiwan Exchange and Sharing Program also invited the organizing hosts of the 10 most popular online sports events to share the four indicators of international sports events: marketing, broadcasting, participation and economy, showing that for marketing and promotion and city connection, Taiwan's brand international sports events are outstanding and these events fully deserve their popularity. The Sports Administration thanks each sports event host for taking part in the online vote and for playing an important role in taking Taiwan onto the international stage and marketing local culture and for generously sharing the experiences of successful sports event. The sports event hosts were invited to receive commendation during the Program.



International Brand Sports Event DEMO – International Brand Sports Event X ASPN

To continue international exchange and refine Taiwan's sports event holding capability, members of ASPN including Australia, Japan, Malaysia and Singapore were invited to share their experience of international sports events by video meeting. Through DEMO Presentations and Sharing, famous international sports events experience were learned. The key points of contents were turning crisis into opportunity in the pandemic, using the natural environment to promote local sports tourism and finding a way forward using technology application and digital activities, to stimulate more possibilities for international sports events.

Australian Open is one of the four grand slam events, during the pandemic, epidemic prevention measures were enhanced such as by reducing the number of spectators, using e-tickets to reduce contact and enhanced venue cleaning and disinfecting. In terms of broadcasting, 150 cameras gave fans an immersive experience. It became a benchmark sports event in the pandemic period.

Okinawa's Naha Marathon in Japan held annually since 1985, Okinawa's Naha Marathon in Japan passes through five townships in southern Okinawa and fully brings into play local geographical advantages, cultural attributes and has become a renowned international event. This highly distinctive event allows runners to enjoy the beautiful natural scenery of Okinawa and the warm hospitality of locals as they run. Affected by COVID-19 in the last two years, GPS has been used to promote an online marathon and runners from around the world have continued to participate with enthusiasm.

Osaka Castle Triathlon takes advantage of the famous tourist destination castle, with the swim, bike and run elements all centered on the Castle, and the swim actually taking place in the moat. As well as having historic site character, tourists and fans from around the world can cheer on runners close up, making the event highly participatory. The event also supports the UN SDGs of "good health and well-being", "gender equality" and "clean water and sanitation", having sustainability on various levels.

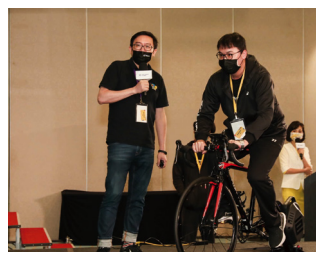
Malaysian Motorcycle Grand Prix is the country's oldest motorcycle race. It has taken place at the Sepang International Circuit which has excellent facilities since 1999 and has attracted more spectators each year. The course is famous for its scenery as well as difficulty, letting the spectators fully experience the roar of the engines and the thrill of speed. As well as this event, Sepang International Circuit is also the venue for various sports and cultural events, creating unique sustainable value and pulling in a large number of international visitors.



Sports Innovation DEMO- Sports X Technology Startup Sharing

Since its launch in 2018, the HYPE Global Virtual Accelerator Taiwan (HYPE GVA Taiwan) has guided 65 startup teams and received 12 million USD in funding. Through HYPE's global sports startup network, connection of industry, government and academia in Taiwan and recommendation by figures in entrepreneurial circles, HYPE GVA Taiwan has recruited startup teams from around the world, with each training cycle having one half of teams from Taiwan and one half from overseas. The four startup teams who gave a product demonstration this time are all outstanding program participants and have achieved excellent results recently.

WhiizU is a professional indoor cycling training software platform, providing outdoor riding simulation training and professional data analysis. Members can compete online. With matching by the Sports Administration, WhiizU cooperated with Kaohsiung City Government and the Chinese Taipei Cycling Association for the first time to hold the Taiwan Cup Cycling Esports Tournament. This became a highlight of the pandemic period. Through specialized technology simulating various routes, riders can challenge various routes unaffected by the weather outside.



WhiizU



Feebees



Airbender



Uniigym

Feebees sock sneakers aim to be MIT made and fully recyclable. After over 10,000 tests, sock sneakers with wear-feel almost like being bare foot were developed. They identify poor posture when walking or running to make leisure and jogging easier. By simple test movements of jumping and walking, the user can feel their walking posture and characteristics and actually experience their physical reaction and can give direct feedback as to how they feel wearing the sock sneakers. The quality of the product has won the favor of customers.

Combining mechanical and Eastern vital energy theory, Airbender's science and medical experts developed a bio-energy technology instrument. It is different from traditional electrotherapy devices and is used to relieve muscle pain or sports injuries. The founder uses a simple contact method to let people experience the principle and feel of the device. Let them understand that they can use it to soothe the aches and pains they feel after sports.

Uniigym is a Cloud and AI-based, 5G interactive Fitness and Gaming service platform. Through a phone, users can take part in smart gym classes. Fitness training can be done after just a few setting steps. It can be used for large-scale sports events and for company exercise plans. Instant feedback of user movements, comparison with the system standard and challenging completion rate, enhance user motivation and fun. It became a popular product in the pandemic.

The DEMO Presentations and Sharing by outstanding startup teams this time, introducing their products to attendees, created opportunities for future cooperation and promoted the combination and application of innovative technology and sport. Also, to continue to drive sports innovation, witnessed by the Sports Administration, HYPE GVA Taiwan signed a cooperation MOU with HYPE Sports Innovation in a video meeting, continuing their four-year friendly relationship and together enhancing the international linkage and exchange of the sports innovation community.



2021 Taiwan Brand International Sports Events DEMO Competition – College Group

The Sports Administration held the 2021 Taiwan Brand International Sports Events DEMO Competition - College Group for college students for the first time with 19 groups of participants totaling 60 students from 4 colleges (National Taiwan University, National Taiwan Ocean University, National Taiwan University of Sport, and National Taiwan Sport University) and 9 supervising teachers. The themes were events from the 12 Selected Taiwan International Sports Events in 2020. The teams conducted marketing planning for the chosen event and the top 10 teams were selected for commendation and the top 3 invited to participate in DEMO Presentations and Sharing. After the results were known, the Sports Administration further matched the winning teams and sports event hosts to allow their creative plans to be discussed in-depth to add new energy to international sports events.

Most of the works involved social media platform application, with planning done for popular social media such as Facebook, Instagram and YouTube. The diverse methods included making videos, recruiting internet celebrities and holding lucky draws, showing limitless creativity. It was also suggested that sports event hosts seek sponsorship from local businesses, using highlight stories, website and app for packaging and connection to attract the gaze of the public using real and virtual integration.

Nurturing young talent for international sports affairs has long been a policy objective of the Sports Administration. Encouraging young people to pay attention to international sports events and then move into areas related to international sports affairs will increase Taiwan's international sports event capability. This event was held for the first time on a trial basis. It received an enthusiastic response from students as well as making the 12 Selected Taiwan International Sports Events in 2020 better known by young people, indirectly also enhancing the creative thinking of sports event organizers and undertakers. The two sides produced different sparks and excellent results overall. In future, as well as continuing to guide sports event organizers and undertakers, the Sports Administration will continue this year's approach and, through exchange and cooperation with colleges, hope that creative marketing methods can be implemented in sports event promotion to take Taiwan brand international sports events up to a new level.



The Sports Administration, Ministry of Education organized the Taiwan Brand International Sports Event Workshop in 2021, featuring Brand Training Courses to help event organizers (undertakers) develop the concept of branding, strengthen the connection with the host cities and expand international horizons. The Sports Events Online Vote marketed international sports events and the increased visibility of sport cities, keeping public attention during the pandemic with the “Fun Sports in Taiwan” atmosphere. DEMO Presentations and Sharing extends experience in hosting international sports events and the wisdom, passing on the skills and capacity. Scan the QR code to access relevant information on the website of the Sports Administration and Fun Sports in Taiwan Facebook fan page.



Sports Administration, Ministry of Education >>
International and Cross-strait Sports Division >>
International sports exchange optimization area



Fun Sports in Taiwan
Facebook fan page



Tidbits of optimizing international sports results

