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Newsletter

# 目錄 Contents

3

100-Day Countdown to the Tokyo Olympics  
President Tsai Visits The National Sports Training Center to Encourage Athletes

2020 東京奧運邁向倒數 100 天  
蔡總統赴國訓中心為選手加油打氣

4

Sports Administration Calls for Entries for Sports Enterprise Certification  
Gold Roll of Honor and Sports Enterprise Eco-Sphere Introduced for the First Time

體育署運動企業認證徵件  
首推金質榮譽榜及運動企業生態圈

6

Stocktaking of Sports Cultural Relics  
Sports Administration Makes A Big Effort to Preserve Taiwan's Sports Memories

體育運動文物盤點  
體育署致力保存臺灣體壇記憶

8

Stage 13 of the Top Cycling Paced Ride Series - Taichung Tanya Shen Green bikeway

「騎亮臺灣系列領騎活動第 13 站—臺中市潭雅神綠園道自行車道」風飄春櫻香相約潭雅騎

9

Asia's First Sports Startup Accelerator Offers More Innovative Products and Services to the World

亞洲第一運動創新加速器加速狂「奔」「跑」出未來

14

17

Translation

中文翻譯

## 100-Day Countdown to the Tokyo Olympics President Tsai Visits The National Sports Training Center to Encourage Athletes



President Tsai Ing-wen, Minister Pan Wen-chung (2<sup>nd</sup> from left), Chinese Taipei Olympic Committee President Lin Hong-dow (2<sup>nd</sup> from right) and national Olympic athletes together attended the "Like You, Fight for You" 100-day countdown ceremony

In preparation for the Tokyo Olympics, athletes and coaches who will compete in Tokyo began intensive training on March 1 at the National Sports Training Center. To raise the morale of our athletes and get them ready for battle, the 2020 Tokyo Olympics 100-day Countdown oathtaking activity was held at the Center on April 13. President Tsai attended and encouraged the athletes, hoping they can use the last 100 days well, and also giving her best wishes to all the coaches and athletes there.

With COVID-19 still presenting a stiff challenge, the oathtaking activity used the element of "facemask" to declare war on the pandemic again; the handing over of facemasks was also used to represent the giving of the firmest support to athletes, hoping that they can go

overseas without worry and come back safe. With the slogan and visual of "Like You, fight for You", the public were called on to support Taiwan's Olympic team as "amazing teammates" and cheer on athletes and coaches.



President Tsai Ing-wen, Minister Pan Wen-chung (7<sup>th</sup> from left, front row), and Director General Chang Shao-hsi (6<sup>th</sup> from left, front row), visited the National Sports Training Center where they encouraged the athletes and coaches preparing for the Tokyo Olympics.

### Sports Administration Calls for Entries for Sports Enterprise Certification Gold Roll of Honor and Sports Enterprise Eco-Sphere Introduced for the First Time



2021 Sport Enterprise Certification press conference; guests jointly conducted the launch ceremony to declare their determination to build the sports shared eco-sphere

Organized by the Sports Administration, Sports Enterprise Certification has entered its 6<sup>th</sup> year and continues to be well-received by enterprises. Since 2016, more than 400 enterprises have been certified, benefitting more than 760,000 employees. This year's focus is on raising the level of staff sports and promoting a sports atmosphere.



Director General Chang Shao-hsi giving a speech

The Sports Enterprise label is valid for three years; to encourage long-term enterprise participation, the "Gold Roll of Honor" will be rolled out for the first time this year. Any enterprise that accumulates over 10 years as a certified sports enterprise in a 15-year period can be a gold member. This is intended to encourage enterprises to continue to invest in the staff sports environment and promote the sports and health concept.

This year, the Sports Enterprise Eco-sphere will also be held on a trial basis. Certified enterprises can, using a mutually beneficial cooperation method, provide competitions, courses, B2B special offer schemes etc.; the platform will assist in matching and there will also be an accompanying points incentive scheme. Sports Enterprise Eco-sphere will allow enterprise to better connect and expand the peripheral effect of sports enterprises.

## Stocktaking of Sports Cultural Relics

### Sports Administration Makes A Big Effort to Preserve Taiwan's Sports Memories



The Sports Administration called a press conference to explain the Sports Cultural Relic Stocktaking Program

In 1968 Hong Ye juvenile baseball team thrashed the Japan All-Star team 7-0, not only exciting the Taiwanese people, also creating many beautiful memories and heralding the start of Taiwan's three-level baseball. However, the history and cultural relics of more than 50 years ago have scattered over time. At a regular press conference on April 8, Sports Administration Director General Chang Shao-hsi said that the Sports Cultural Relic Stocktaking Program to be implemented in 2021 will stock take sports cultural relics held by agencies and schools, civil groups and private owners by complete classification, file making, listing and tracing. The results will be included in the sports digital archives to allow Taiwan's sports memories to be preserved forever.

The Sports Administration commissioned National Tainan University of Arts to execute

the Sports Digital Archives Program in 2017. As of the end of 2020, 456 relics have been digitized, 65 interviews recorded and three types of local cultural characteristic value-added application carried out. Taking into account that stocktaking and other work requires professional knowledge, in February this year National Tainan University was commissioned to carry out the Sports Cultural Relic Stocktaking Program. There are four main work items: 1. Establish principles for classifying and categorizing cultural relics; 2. Hold cultural heritage consolidation explanatory meetings (targets: local government, associations, schools); 3. Relic stocktaking, categorization and filing, listing and tracing; 4. Complete the Taiwan sports history stocktaking planning idea (cultural relics, people, culture incidents, organization), aiming to enhance the function of cultural relic stock taking and implement sports cultural relic preservation work.

This year's stock taking focuses are Gu Jin-shui, "Iron queen" Wu Jin-yun, Hong Ye Juvenile Baseball Museum, the former residence of "Asian Iron Man" Yang Chuan-guang and the National Sports Training Center. The Sports Administration and the executing team went to Gu Jin-shui's former residence in Hualien County on March 21 for initial stock taking. Taking into account the fact that the house is being renovated, it was decided to temporarily store the cultural relics at National Dong Hwa University. Strict classification and categorization will be carried out at a later date and the feasibility of planning an exhibition discussed.

The Sports Administration has long been committed to promotion of sports culture. In December 2020, translation of Taiwan Sports History: Japanese Colonial Period was completed (entrusted to National Taiwan Normal University), which was jointly published with Academia Sinica's Institute of Taiwan History. Written by a Japanese, this book was originally published in 1933. The contents include the evolution of the Taiwan Sports Association and the origins and development of various sports in Taiwan, records and precious photos. It can be regarded as important historical material collecting and organizing, recording and describing the important developments in sport in the first 30 years of Japanese rule and, as such, is of great reference value.

Taiwan sports carries the memories of the people. By continuing to promote sports culture, the understanding and identification of the people with sports can be deepened and its irreplaceable value in society underlined. The related results of the Sports Digital Archives Program are displayed on the website [iweb.sa.gov.tw](http://iweb.sa.gov.tw). Interested people can browse and promote the website, helping to preserve sports culture.

## Stage 13 of the Top Cycling Paced Ride Series- Taichung Tanya Shen Green bikeway



Well-known hand cyclists Liao Wei-ting and Wang Ren-ching lead the way on Tanya Shen Green Bikeway

The 13th stage of the Top Cycling Paced Ride Series- Taichung Tanya Shen Green Bikeway was held in the square of Shengang Heping Chang Station(Terminal Yard) next to the Bikeway on April 10, 2021 with the theme of "Fragrance of cherry blossom, meet for a ride at Tanya". Legislator Yang Chiung-ying, Sports Administration senior executive officer Huang Hsin-yu, Taichung City Department of Travel and Tourism section chief Tseng Han-hsian, Tanya District Office chief secretary Tsai Sheng-he, Shengang District Office chief secretary Kao Wen-sheng and well-known hand cyclists Liao Wei-ting and Wang Ren-ching led participants on a ride in which they enjoyed the beautiful scenery of the green bikeway.

In 2018, the Sports Administration subsidized Taichung City Government's Tanya Shen Green Bikeway Overall Facility Improvement and Round-island Branch Establishment Plan. The total budget was NT\$35 million, with NT\$21 million provided by the Sports Administration. Including 14 kilometers of the Tanya Shen Green Bikeway and 36 kilometers of the round-island branch for a total of 50 kilometers, Tanya Shen Green Bikeway is the second bikeway to



be made from an old railway line after Taichung City Government built the famed Dongfeng Bicycle Greenway. Adding leisure and service facilities, signs, lights and night guidance system, an all-new friendly bikeway has been created. It is a new cycling choice for local residents and visitors.

The start and finish of this paced ride was the square beside Heping Chang Station; the route passed Tank Park and Daya Zhongke Park; Tank Park has three M48A3 Patton tanks on display, of the type that were indispensable in the early days of the defense of Taiwan by the ROC Army. Daya Zhongke Park has Taichung's longest terrazzo slide, the perfect height and length design of which makes a ride faster and more thrilling than riding an ordinary slide in a park, making the slide a favorite of children and adults alike. Tanya Shen Green Bikeway is an excellent outdoor leisure choice in central Taiwan. Everyone is invited to ride the top cycling routes of Taiwan guided by the experts.

**Asia's First Sports Startup Accelerator Offers More Innovative Products and Services to the World**



KNCKFF website allows buyers to quickly place orders to buy products from different sellers

The HYPE SPIN Accelerator TAIWAN program is a joint effort of the Sports Administration and National Chiao Tung University's IAPS and Israel's HYPE Sports Innovation (HYPE). Starting from October 2018, five training cycles have been held. The 5<sup>th</sup> training cycle was launched in November, 2020 and the accelerated and intensive training in nearly three months.

The HYPE SPIN accelerator program provides customized financing and enterprise matching and links to the international sports industry network, as well as a chance to share a team's products and services with leading sport related enterprises and teams such as Decathlon and Weichuan Dragons. While nurturing startup teams, the aim is also to establish Asia's first sports startup and technology industry cooperation eco-sphere. The 5<sup>th</sup> HYPE SPIN Accelerator TAIWAN Demo Day was successfully held on January 20, 2021. Each team displayed the products of Asia's first sports startup accelerator and started showcasing their core messages to impress startup investors, representatives of sport brand enterprises, industry mentors and consultants with a 5-minute pitch.

This training cycle had 10 HYPE SPIN teams, five of which were international, from Hong Kong, Canada, Jordan, Spain and the United States. The main service content developed by the teams in this cycle spans: sports management software, sports media, applications of XR technology, sports community, data analysis, sports entertainment, sports training, innovative application of biotechnology and integrated platform. Two Taiwan startups are introduced below, namely, KNCKFF, which is aiming to be the biggest fashionable sports shoe trading platform in Asia; and Hikingbook, which uses innovative digital technology to create a safe and convenient hiking experience.

#### • KNCKFF 台灣娜克阜

KNCKFF was founded in the spring of 2019, the name created by removing two Os from KNOCK OFF (the pronunciation is still "knock off"). A team led by Zhu Li-ren who loves sports shoe fashion was brought together to establish a sports shoe trading platform which has "feeling of trust" as its core value.

Team members all have more than 10 years of experience working for major sport show brands such as Adidas, CONVERSE, NIKE and REEBOK. KNCKFF is fully aware that in the sports shoe market, consumers attach importance to inheritance and value exchange is also an important product. Consequently, KNCKFF appeared and became the third party,

the medium between buyer and seller, providing verification, matching and the most important feeling of trust.

From the thinking behind the KNCKFF Logo, the core values provided by KNCKFF are clear: "certification", "authentication" and "buying and selling cycle". After a seller's product is



approved and is posted for sale on the platform, when a buyer places an order for a product, KNCKFF becomes the third party. After the product received from the seller is professionally authenticated, it is sent to the buyer. The new trading model provides consumers with an unprecedented consumption experience. In particular, with authentication, team members with abundant brand experience and product knowledge stand guard for the buyer and avoid any security risk in their purchase.

The product value and demands that KNCKFF pays attention to all have the existing shortcomings of the market as the starting point, hoping to give shoe fans not just fashionable shoes on their feet, but also a worry-free and complete buying experience.

### • Hikingbook 登山書

Hikingbook Inc. was established in March 2019. It provides safe innovative solutions for hiking, integrating the before, during and after every hike experiences and elements to make hiking safer and convenient.



Hikingbook provides a smart phone APP and online route databank, allowing users to use smart planning tools and the route databank to quickly obtain route information before going into the mountains; and also have their fitness assessed by a specially engaged coach to prepare properly for their hiking trip. During the trip, they can also use the APP's inbuilt offline map to confirm their current

position by GPS and perform trip recording to avoid getting lost as well as allowing them to quickly report their current position to friends and relatives; after the trip ends, the trip data can be synchronized to cloud storage and shared without the need for additional sorting. Users can also upgrade to Hikingbook Pro to enjoy more advanced and personalized services.



Hikingbook already has several tens of thousands of members and has been praised by thousands of hikers. It will continue to cultivate the local online community, being based in Taiwan with eyes on the world, providing top notch hiking services and doing its part to build a higher quality outdoor activity environment.

# Don't cancel your **baby's** vaccination due to the pandemic



## How to vaccinate your baby without worrying about the spread of the Coronavirus?

### 1. Make appointments



Make appointments in advance to **shorten your wait time in the clinic**. Or you can go to a public health center in your neighborhood.

### 2. Wear a mask



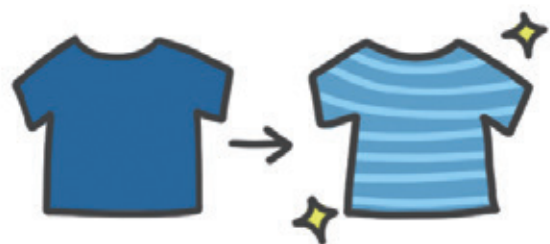
Wear a mask throughout your clinical visit.

### 3. Wash your hands



Before and after entering and leaving clinics, hospitals, or healthcare facilities, wash your hands with soap or sanitize your hands with alcohol. Avoid touching your eyes, nose and mouth.

### 4. Change your clothes



After returning home from clinics, hospitals, healthcare facilities, or crowded places, you are advised to **change your clothes to avoid spreading viruses and germs**.

## 2020 東京奧運邁向倒數 100 天 蔡總統赴國訓中心為選手加油打氣

為備戰東京奧運，各參賽運動種類選手與教練，已自 3 月 1 日起於國家運動訓練中心進行總集訓，為了鼓舞培訓隊士氣，提升備戰意識，國家運動訓練中心 4 月 13 日舉辦「2020 東京奧運倒數 100 天」宣誓活動，蔡英文總統親臨為選手與教練加油打氣，期盼鼓舞培訓隊把握最後 100 天的衝刺，並為全場教練、選手們帶來誠摯的祝福。

由於新型冠狀肺炎病毒疫情仍嚴峻，宣誓活動不忘以「口罩」這個元素，再度向疫情宣戰，活動儀式也以「遞口罩」的動作，象徵給予選手們最堅定的支持，期盼選手們安心出國征戰，平安回家，並以「為你讚、為你戰」的口號和主視覺，號召全國民眾加入「神隊友」行列，為教練、選手們加油打氣。

## 體育署運動企業認證徵件 首推金質榮譽榜及運動企業生態圈

教育部體育署主辦的「運動企業認證」正式邁入第六年，持續獲得企業界熱烈迴響，自 105 年以來，參與運動企業認證的企業總數超過 400 家，受惠的員工總數達 76 萬多人，今年主打提升職工運動、運動氛圍為目標，邀請企業一同打造運動共好生態圈。

運動企業標章有效期為 3 年，為鼓勵企業長期參與，今年首度創設「金質榮譽榜」，凡於 15 年內累積運動企業認證有效期達 10 年者，即成為金質會員。以鼓勵企業持續投資職工運動環境，推動運動健康觀念。

今年也將試辦「運動企業生態圈」，開放獲證企業以互利互惠的合作方案，提供賽事、課程、B2B 優惠方案等，由平臺協助媒合，搭配積分獎勵辦法，更能加深產業間彼此串聯，擴大運動企業的周邊效應。

## 體育運動文物盤點 體育署致力保存臺灣體壇記憶

紅葉少棒隊在民國 57 年以 7：0 的懸殊比數打敗了日本少棒明星隊，不僅當時振奮人心，也塑造了國人許多美好的回憶，更開啟了臺灣三級棒球時代，然而 50 多年前的歷史與文物隨風逐漸散逸。教育部體育署張少熙署長 4 月 8 日在例行記者會表示，體育署今（110）年辦理了「體育運動文物盤點計畫」，將透過完善的分級分類、建檔、列冊追蹤，歸納及盤點分布於機關學校、民間團體及私人蒐藏之體育運動文物，成果納入體育運動文化數位典藏，以永久保存珍貴的臺灣體壇記憶。

體育署自 106 年起委託國立臺灣藝術大學執行「體育運動文化數位典藏計畫」，截至 109 年底已完成

文物影像數位化 456 件、人物訪談影像紀錄 65 部及地方文化特色加值應用 3 式。考量文物盤點等工作具相關專業，因此在今（110）年 2 月起委託國立臺南大學辦理「體育運動文物盤點計畫」，主要工作事項有四：第一，建立體育運動文化資產分級、分類原則；第二，召開文化資產盤整說明會（對象：地方政府、協會、學校）；第三，文物盤點、分類建檔、列冊追蹤；第四，完成臺灣體育史盤點規劃構想（文物、人物、事件、組織），希望藉此強化文物盤點功能，落實體育運動文物保存工作。

今年度盤點重點為古金水、三鐵皇后吳錦雲、臺東紅葉少棒紀念館、亞洲鐵人楊傳廣故居鐵人之家、國家運動訓練中心等。體育署已在 3 月 21 日與執行團隊前往花蓮縣古金水故居進行初步文物盤點，並考量故居刻正進行整修，將文物暫存於東華大學，後續將擇期前往進行更嚴謹的分級、分類，並研商實體策展之可能性。

體育署長期致力於運動文化之推動，109 年 12 月完成譯著《臺灣體育史：日治時期》一書（委託國立臺灣師範大學），並與中央研究院臺灣史研究所共同出版。該書由日人竹村豐俊所編著，於 1933 年出版，其內容主要記載著「財團法人臺灣體育協會之沿革」，以及各運動項目在臺灣發展淵源、成績紀錄、珍貴圖片等，可堪稱為是通盤彙整、記錄撰述日本統治臺灣前 30 餘年間體育運動重要發展史料，極具參考價值。

臺灣體育運動乘載著民眾的記憶，透過持續推動體育運動文化業務，將能深化民眾對於體育運動的認識及認同，彰顯其在臺灣社會不可取代的價值。體育運動文化數位典藏計畫相關成果皆置於體育運動文化數位典藏網站（[iweb.sa.gov.tw](http://iweb.sa.gov.tw)），有興趣的民眾可上網瀏覽及推廣，共同為保存體育運動文化努力。

## 「騎亮臺灣系列領騎活動第 13 站—臺中市潭雅神綠園道自行車道」風飄春櫻香相約潭雅騎

「騎亮臺灣—最讚亮點自行車路線」系列領騎活動第 13 站—臺中市潭雅神綠園道自行車道領騎活動，110 年 4 月 10 日於潭雅神綠園道神岡和平場站旁廣場舉行，以「風飄春櫻香相約潭雅騎」為活動主題，由楊瓊瓔立法委員、教育部體育署黃幸玉專門委員、臺中市政府觀光旅遊局曾瀚賢股長、臺中市大雅區公所蔡昇和主任秘書、神岡區公所高文生主任秘書以及手搖車界人氣雙俠廖偉廷、王人慶，共同帶領民眾一同領略臺中市潭雅神綠園道美景。

體育署於 107 年補助臺中市政府辦理「潭雅神綠園道整體設施改善暨環島支線建置計畫」，總計畫經費 3,500 萬元，體育署補助 2,100 萬元，涵蓋潭雅神綠園道 14 公里、環島支線 36 公里，共 50 公里，「潭雅神綠園道」是繼臺中市打造知名東豐自行車綠廊後，第 2 條利用舊鐵道興建而成的自行車專用道，本次計畫透過增加沿線休憩設備、服務設施、路線指引牌、照明及夜間引導系統等，搖身一變全新友善自行車道，成為附近里民、假日遊客騎乘自行車的新選擇。

此次「風飄春櫻香相約潭雅騎」領騎活動，以和平場站旁廣場做為起終點，沿途行經戰車公園、大雅中科公園，其中戰車公園裡放置的三台戰車為 M48A3 巴頓戰車，是我國陸軍初期守護台灣不可或缺的戰

力；而大雅中科公園則擁有臺中最長磨石子溜滑梯，也因高度與長度的完美設計，滑下來的速度相對於一般公園設施刺激許多，不只小朋友愛玩，連大人也可以溜得十分盡興，潭雅神綠園道自行車道是民眾踏出戶外暢遊中部的絕佳選擇，請大家跟著達人騎亮臺灣。

## 亞洲第一運動創新加速器加速狂「奔」「跑」出未來

教育部體育署及國立陽明交通大學產業加速器暨專利開發策略中心（IAPS）共同與以色列國際運動創新加速器 HYPE Sports Innovation（簡稱 HYPE）合作，進行 HYPE SPIN Accelerator TAIWAN 運動加速器計畫，從 2018 年 10 月至今，共進行了五期加速培訓專案，其中第五期於去年（2020）11 月展開了將近三個月密集加速訓練。

透過 HYPE SPIN 加速計畫，提供客製化資金及企業媒合、鏈結跨國運動產業網絡，也提供與迪卡儂、味全龍等體育界代表性企業與球隊領隊分享產品或服務的機會。扶植創新團隊的同時，也期望在臺灣建立亞洲第一個運動新創與科技產業合作的生態圈。而在今年 1 月 20 日，HYPE SPIN Accelerator TAIWAN 第五期的 Demo Day 圓滿結束，藉由 5 分鐘全英文的 Pitch，向新創投資人、運動品牌企業代表、業界導師顧問等展現亞洲第一的運動創新加速器。

本期加速培訓專案共有 10 組 HYPE SPIN 團隊參與，其中 5 組為國際團隊，來自於香港、加拿大、約旦、西班牙及美國。本期團隊的主要開發服務內容涵蓋：運動交易管理系統、運動媒體、XR 技術創新應用、運動社群、數據分析、運動娛樂、運動訓練、生物技術創新應用、整合平台等領域。以下將介紹兩家臺灣的運動科技創新團隊，分別是致力成為亞洲最大潮流球鞋商品轉售交易平臺的 KNCKFF（台灣娜克阜），及以創新數位科技，打造安全、便利登山體驗的 Hikingbook（登山書）。

### · KNCKFF 台灣娜克阜

KNCKFF 創立於 2019 年春天，命名來自於將 KNOCK OFF 去除兩個母音 O 之後，以縮寫形式成為現今的品牌名稱（發音為 Knock off）。由熱愛球鞋文化的主理人為首，召集團隊成員一起創立以「信任感」為核心價值的球鞋交易平臺。

團隊成員皆來自球鞋產業，在 adidas、CONVERSE、NIKE、REEBOK 等各大球鞋品牌工作經驗超過十餘年。KNCKFF 深知球鞋市場對於消費者來說重視文化傳遞，價值的相互交流也是市場中的重要產物。因此，KNCKFF 問世，成為「第三方」，在買賣家之間作為媒介，提供驗證、媒合，以及最主要的信任感。

而 KNCKFF Logo 的發想就能明白 KNCKFF 所提供的幾個核心價值，「認證」、「鑑定」與「買賣循環」，賣家經過審核後在平臺上架商品，藉由買家下單後，KNCKFF 成為其中的第三者，收到賣家寄來的商品，經過專業鑑定後再送到買家手上。嶄新的交易模式提供消費者前所未有的消費體驗。特別是鑑定，由來自各知名球鞋品牌且具有資深產品知識的團隊成員，為買賣家把關，杜絕市場上帶來的所有不安全。



KNCKFF 所注重的產品價值和要求，都是以改變市場現有的缺點出發，希望能帶給鞋迷的除了是腳上的潮鞋，更是安心完善的購物體驗！

## · Hikingbook 登山書

登山書股份有限公司 (Hikingbook Inc.) 成立於 2019 年 3 月，致力於提供登山安全的創新解決方案，整合登山的前中後完整歷程，讓登山可以更安全、更方便。

Hikingbook 提供手機 APP 與網路行程資料庫，讓使用者可在登山前，利用智慧規劃工具及行程資料庫，快速取得路線資訊，也能與特約教練進行專人登山體能評估，做好妥善行前準備；在登山期間，也可利用 APP 內建之離線地圖，以 GPS 定位確認當前位置、進行行程紀錄，避免迷途，也可快速與山下親友回報當前位置；在登山後，可一鍵同步行程，並輕鬆分享行程的完整資訊，無須額外整理。使用者亦可升級為「Hikingbook Pro」會員，享有更多進階、個人化等功能。

目前 Hikingbook 服務已擁有數萬會員，並獲數千位山友一致好評。未來將持續深耕在地社群，立足臺灣，放眼國際，提供頂尖登山健行服務，共同打造更優質的戶外環境。

## Sport Terms

## 運動詞彙

National Sports Training Center

國家運動訓練中心

Sports Enterprise certification

運動企業認證

Sports culture

運動文化

Cycleway

自行車道

Local online community

在地社群

# Event Branding Courses

## Session 3

### The secrets of sports event etiquette

This week's course has section chief Chris Day of the Chinese Taipei Baseball Association (CTBA) and officer Ivan Liu of the Chinese Taipei Olympic Association share international sports events rules and the etiquette involved in organizing sports events.

Section chief Day shares his 20-plus years of experience organizing international sports events and mentions the reasons he has made every effort to win the right to host events: hoping to give Chinese Taipei home advantage, raise the level of domestic stadiums to international level, and nurture umpires and recorders and technical committee members and other baseball affairs talent, to allow fans to watch exciting and high level games. The food, attire, accommodation and transportation of competing teams, international guests, volunteers, umpires and other personnel must be properly arranged and risk reduced to a minimum.



# Event Branding Courses

## Session 3

### The secrets of sports event etiquette

In the second part of the lecture, the meaning and content of sports event protocol was explained. At present, the foundation on which Taiwan (Chinese Taipei) takes part in international sports events is the Olympic model, set according to the Lausanne Agreement of 1981. The content of the agreement covers the name of the association and the team: Chinese Taipei, the emblem/flag approved by the International Olympic Committee and the commitment of the IOC to assist Chinese Taipei gain membership of related sports organizations. In terms of order, Chinese Taipei is in T group. As well as paying attention to whether the team's name, association emblem and flag displayed at the venue are correct, there are also certain rules governing spectator conduct.

## Session 4

### Social media operation to build reputation

This course invites the CEO of Dotmore Media, Adam Lin, to share the key points and essentials of social media operation such as FB and IG.

In the age of digital media, much of our life is spent on social media. First understand the social media situation, using key words to unearth potential use information, then analyze the characteristics of social media tools such as FB, IG, YT and Blog etc.; then from the angle of the user, think of what content to place, with the need for clear story themes and communicating with users through posts,

In terms of marketing scheduling, the concepts of social media volume and budget need to be established, then the importance of maintaining the brand described and how to conduct initial marketing resources stocktaking, interacting with users through different activities to give them a special experience.

For social media operation, first carry out analysis of the current situation and strategic thinking, review the fan page and decide what brand personality should be displayed. Use four main themes and brands such as learning, appeal of fun and feeling and hot news. Three types of editor including netizens and locals can operate the social media to achieve the desired goals.



## Session 5

## Create marketing power & Increase sports event impact

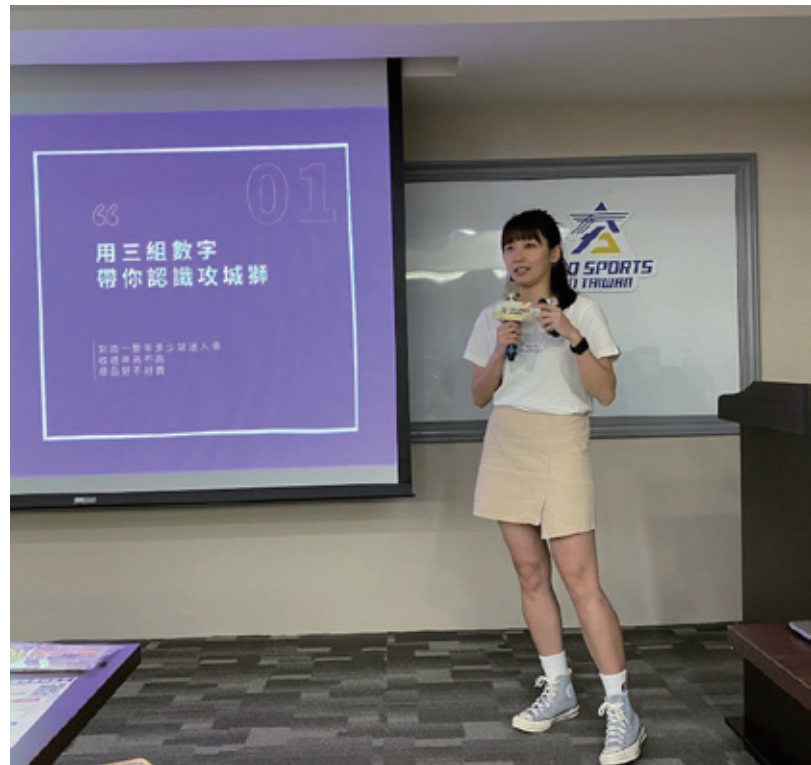
In this course, Chien Shih-chi, deputy director of the Chinese Professional Baseball League (CPBL), and Emma Yu, marketing director of Hsinchu Jiko Lions basketball team, shared their sports event planning and execution experience.

Taking the 2019 CPBL All-Star Game as an example, Chien explained the planning of the event's promotion and its implementation according to different schedules and through different channels; the most important such channel was the Internet because of the relatively low cost and ability to directly contact the target audience. At the same time, events such as the retirement of All-Star player Peng Cheng-min and the 2019 WBSC Premier12™ were used to plan related ticket sales, various press conferences, corporate sponsorship, merchandise design and sale, and other matters, to achieve the set objectives.



## Session 5

## Create marketing power & Increase sports event impact



Based on her experience of planning the marketing of various sports events and passion for basketball, marketing director Yu and her team were able to achieve very good results in terms of spectator number and value of merchandise sold in the first year of P. LEAGUE+. She shared the five essentials to success with everyone, including accumulating power at ordinary times, taking advantage of opportunity when it comes, and professional division of labor of organizational manpower, allowing everyone to have the ability to support the marketing of the team.

In this course, the two guests shared with onsite guests that the key is that the market and products are mature and then boldly trying different marketing methods. As each sport and sports organization has different characteristics, various directions must be tried to find the most suitable method. They encouraged everyone to continue to strive towards their ideals.

## Session 6

### Make events popular , let sports be better

In this week's course, Simon Huang, managing director of Body Marketing Co. Ltd., and Liu Chih-wei, manager of Brothers baseball team, shared their experience of and thoughts on driving public enthusiasm for sports events.

Taking the High Basketball League (HBL) as an example, Huang explained why the competition has been so popular in recent years; with large scale reports in newspapers as well as TV and Internet broadcast and around 200,000 spectators a year at courtside. Through 1. Establishing an official website, 2. Broadcasting the games on various platforms. 3. Innovative way of entering the court for championship game players, 4. Use of electronic advertising boards, 5. Design of eye-catching posters, a total of 12 measures in all, spectators have been excited once again.



## Session 6

### Make events popular, let sports be better



Liu shared the current operating situation of Brothers baseball team, including venue operation, establishment of a reserve team training base, operations of various products, ticketing and operation of the online shop. In response to market trends and the arrival of the self-media era, Brothers has introduced an official channel and self-produces programs, providing highlights in a regular basis, player tidbits, marketing and promotional videos, and other content, to enrich the content of the Brothers YouTube channel to create new revenues sources.

In this course, both lecturers shared with onsite guests how sports event TV broadcast is declining all the time, meaning more and more effort needs to be put into Internet broadcast. Whether for broadcast of games or marketing games, new things must be tried. No matter how much is spent, they will continue to work hard in the sport they love guided by their passion for sport. Using their own example, they encouraged students to boldly make new changes.