MEDIA CENTER FOR NON-ACCREDITED JOURNALISTS DURING THE 22nd WINTER OLYMPIC GAMES AND THE 11th WINTER PARALYMPIC GAMES IN SOCHI
• City center, Greater Sochi area

• At the heart of tourist and official Olympic and Paralympic routes

• Amid a well-developed urban infrastructure: public transport, shops, restaurants, parks, entertainment centers, the Sochi railway station and airport

Media center for non-accredited journalists during the 22nd Winter Olympic and the 11th Paralympic Games in Sochi in 2014
Registration to attend Media Center events is open from July 1, 2013 until the end of the Paralympic Games

• Media Accreditation Cards can be collected at the RIA Novosti International Multimedia Press Center in Moscow (Moscow, 4 Zubovsky Boulevard) starting January 13, 2014.

• Media Accreditation Cards can be collected at the Sochi Media Center starting January 15, 2014.

Hours of Operation: 24 hours/day

• The Sochi Media Center opens on February 1, 2014.

• February 1 – 24, 2014: 22nd Winter Olympics (24 hours/day, 7 days/week)

• March 5 – 17, 2014: 11th Winter Paralympics (24 hours/day, 7 days/week)

* The Media Center will be closed during the interval between the Olympic and Paralympic Games for maintenance and re-equipment
SERVICES

• A single information hub for non-accredited journalists:
• Registration, accreditation, information support and assistance to non-accredited journalists in organizing their work
• Logistical information for facilitating the orientation of target groups between various Olympic venues
• Working with partners, organizers, and community representatives to improve the efficiency of non-accredited journalists
Offering a range of services tailored to every kind of client:

- Applying for accreditation with the Media Center
- Providing extensive information on the Media Center’s operation
- Access to information on Sochi and the Krasnodar Territory: photos, videos, multimedia and archival content
- News, event updates, news conferences, schedules of the Olympic and Paralympic competitions
- Visa information
WEBSITE SECTIONS

• Business, education, transport, culture, tourism (featuring extensive and regularly updated information on Sochi and the Krasnodar Territory)

• Media

• Online broadcasts

• Contact information and services offered by the Media Center

• Remote access for representatives of non-accredited media outlets

• Website roll-out
  • June 2013: launching the website and the accreditation system
  • September 2013: new sections introduced with up-to-date information for media representatives

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Sochi Media Center mobile app: a pocket guide for non-accredited journalists for receiving updates on the Media Center’s current and upcoming events

The application features a map of Sochi with relevant information (places of interest, transport, medical services, etc.), as well as information on Olympic venues, a sports newsfeed, notifications on upcoming press tours and routes
• All media representatives registered on the website receive personal accreditation badges

• Badges have sophisticated security features: original holograms and holographic lamination film, metalized security threads with micrographic images, unique identification numbers and barcodes for easy scanning

• Registration for working in the Media Center
  • From July 1, 2013 until the end of the Paralympic Games
  • Media Accreditation Cards can be collected at the RIA Novosti Press Center starting January 13, 2014 (Moscow, 4 Zubovsky Boulevard)
PROGRAMS AND SERVICES FOR THE MEDIA

- Multimedia press rooms (Large, Small and Briefing rooms) for holding various media events: news conferences, presentations, video conferences, media stakeouts, exclusive interviews and cultural events (movie screenings, events with various cultural figures)
- Access to various offline and online information sources, providing a convenient environment for promptly editing and transferring content in real time
- Live broadcasts of Olympic competitions
- Coordinating efforts to provide and operate TV cabins
- Helping TV broadcasters set up stand-up positions within the Media Center
- Distributing press kits at information desks
- SMS and email updates for journalists
- Operating a round-the-clock call center for journalists
- Ensuring Wi-Fi coverage in all Media Center facilities
Media center for non-accredited journalists during the 22nd Winter Olympic and the 11th Paralympic Games in Sochi in 2014
PROGRAMS AND SERVICES FOR THE MEDIA

- Useful information on Sochi: where to eat, how to get around the city, where to buy medicine and food, how to buy tickets for competitions, trains or airplanes, etc.
- Simultaneous interpretation of all events (English)
- Refreshments available round-the-clock
- Group visits along tourist routes, press tours for media representatives
- Battery charging
- Safety deposit box (lockers) of various sizes
- Round-the-clock security provided by a private security company and officers of the Ministry of the Interior
- Round-the-clock medical assistance
- Souvenir products

The Media Center does not provide the following services:

- Accommodation in Sochi;
- Reservation and acquisition of tickets for competitions, airplanes/trains;
- Full course meals
- Pharmacy
THE MEDIA CENTER WILL HOST A NUMBER OF DIFFERENT EVENTS

- Daily briefings by representatives of various departments of the Sochi administration with the option to set up a video conference with RIA Novosti’s International Multimedia Press Center in Moscow (on any subject related to the Olympics: transport logistics, utilities, cultural events during the Olympics)
- News conferences by representatives of the Ministry of Sport and representatives of sports federations (both officials and athletes) with the option to set up a video conference with RIA Novosti’s International Multimedia Press Center in Moscow
- Briefings by heads of Russia’s Olympic and Paralympic Committees with the option to set up a video conference with RIA Novosti’s International Multimedia Press Center in Moscow
- Broadcasts of all Olympic and Paralympic events
- Presentations by regional enterprises
- Broadcasts of the most important media events from Sochi’s Main Media Center
- Broadcasts of the most important media events from the Main Media Center
- Briefings by partners, including the organizing committees of major sporting events (Sochi 2015 Formula 1 Grand Prix, 2016 Men’s World Ice Hockey Championships in Moscow and St. Petersburg, 2018 FIFA World Cup, etc.).
THE MEDIA CENTER WILL HOST A NUMBER OF DIFFERENT EVENTS

- Briefings by National Olympic Committees and the top 15 medal favorites with the option to set up video conferences with the relevant countries (US, Canada, China, France, Germany, etc.)
- Briefings by National Olympic Committees and athletes from the CIS with the option to set up video conferences with the relevant countries (Armenia, Azerbaijan, Georgia, Moldova and Ukraine)
- Briefings and presentations by the IOC’s global sponsors and other partners
- Organization of guided tours, press tours (Stalin’s dacha, arboretum, the Akhun tower, etc.) in cooperation with the Sochi administration (Hospitality Program)
- Help in setting up stand-up positions within the Media Center (Olympic Flame prototype, the Media Center’s roof with a view of Sochi)
- Organization of film screenings
- Exhibitions on major Russian projects
- Organization of thematic events with cultural celebrities and veterans of Russian and Soviet sports (Hospitality Program)
MEDIA CENTER STRUCTURE

• 1st floor
  • stand-up position near the working model of the Olympic Flame
  • registration area
  • work area – about 300 work stations for all types of media

• 2nd floor: Meeting rooms, equipment storage rooms
  • technical support facilities
  • office and meeting rooms

• 3rd floor
  • 3 conference rooms with a total capacity of 200 people (130 in the Large Room, 40 in the Business Room and 30 in the Briefing Room)
  • 35 booths for TV crews

• Крыша — стэнд-ап позиция с видом на центр Сочи
MEDIA CENTER, 1ST FLOOR

Media center for non-accredited journalists during the 22nd Winter Olympic and the 11th Paralympic Games in Sochi in 2014.
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MEDIA REGISTRATION AREA

- Covers a total area of 400 square meters
- Registration desk with hook-ups for up to 10 computers. This stand will be used to distribute badges and will later serve as a help desk
- Media relations office
- Security office with metal detectors and an examination area
- Storage area
- Plasma screens for broadcasting events
- Wi-Fi coverage
- Hot and cold water dispensers and battery charging stations
- Wheelchair ramps

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MEDIA CENTER WORK AREA

A special work area will be provided for journalists, with:

• 288 workplaces with computers
• several multifunction printers for media representatives
• LCD panels broadcasting Olympic events
• a video wall broadcasting Olympic events
• information stands
• information screens
• Wi-Fi coverage
• High-speed cable Internet access
• Exhibition area
• Safety deposit boxes
• Cell phone payment terminal
• Snack machines
• Food court
MEDIA CENTER CONFERENCE ROOMS:

- Total area of 700 sq m designed for holding media events
- Three conference rooms with a total seating capacity of 200 with the option of holding various multimedia events, including news conferences, videoconferences, briefings, exclusive interviews, presentations, slide shows and film screenings
- Option to broadcast events on the Media Center’s plasma screen and website
- Simultaneous interpretation equipment
- Wi-Fi coverage
- Plasma panels and information screens

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A team of highly qualified professionals will be working at the Sochi Media Center:

- producers, media relations officers for Russian and foreign media, protocol service employees of the RIA Novosti International Multimedia Press Center
- RIA Novosti technical specialists
- security
- cleaning operator
- catering operator
- simultaneous interpreters
- volunteers trained at the RIA Novosti International Multimedia Press Center in Moscow