

DTMA Contest for Best Practice

1. Personal Information

Name	Ntege		Derrick	
Date of Birth	1991/11/11		Nationality	Ugandan
Organization Type	Sports Federation		Job Title	Administrative Consultant
Organization Name		Uganda Swimming Federation		
Contact Information	Mobile	+25 675 629 1332	Email	derknyt@gmail.com
	Address	4606 Kampala, Uganda		
DTM Admission Year		2018		
Participation in similar education programs for sports management provided by other organization		NO		
Participation in 2019 or/and 2020 DTMA Contest for Best Practice		NO		

2. Essay Content (Less than 1,200 words, Calibri, 12 pt.)

Notices to Participants Regarding the Application

- Please bear in mind your application cannot be edited once submitted. At the time of submission, make sure you fill out all required fields of the application including the essay content.
- Please keep the word limits of each part in the essay. In case of exceeding the limits or being under the minimum requirements, it may negatively affect the evaluation result of your application unless it is a necessary occasion.
- Texts colored grey in the essay section are the guidelines or main questions to which you can refer when writing the essay.

Sector: Planning Policy

Planning Policy

Essay Title: Marketing and Communications plan for the Uganda Olympic Committee

1. Background

I developed a five-year Marketing and Communications plan for the Uganda Swimming Federation (2020-2025) which was accepted by the Federation President who also happens to be the National Olympic Committee Vice President. Having been impressed with the document I developed for the Swimming Federation, I was tasked to do the same for the National Olympic Committee which was also taken up with the secretariat and it will be implemented now that the Tokyo 2020 Games have ended. This strategic plan is centered around the Olympic Movement and Olympism.

2. Who are the key beneficiary for this project?

Athletes will be the key beneficiaries of this project because former Olympians are going to be involved to promote the brand of the Uganda Olympic Committee. The athletes will be the key beneficiaries because the money that will be raised from the various marketing events will facilitate them in training.

3. Knowledge Application *(200 to 300 words, 250 words recommended)*

I went through modules by Bettina Cornwell in sports marketing and sponsorship as well as Iain Lindsey in policy to come up with a marketing and communications plan for the Uganda Olympic Committee (UOC). It helped me to come up with a proper structure for the National Olympic Committee in terms of the research I did in relation to the modules.

After drafting the document, I shared it with DTM alumni that have interest in the areas of marketing and sponsorship as well as policy. Gobinath Sivarajah (5th DTM) gave me an insight into how things are run at the NOC of Sri Lanka and Thuto Molebatsi (6th DTM) shared with me Botswana's sports policy after reviewing my document. They both advised me accordingly.

I did a lot of assignments and class presentations during my time in the DTM program so this boosted my confidence and presentation skills so when I faced the secretariat at the Uganda Olympic Committee to take them through my document, it was an easy task as my public speaking skills have greatly improved. With some adjustments and remarks, the document was approved by the Executive Committee of UOC.

4. Achievements *(200 to 300 words, 250 words recommended)*

■ Achievements *(150 to 200 words, 175 words recommended)*

Before, there was no clear policy on marketing and communication at the Uganda Olympic Committee, but after my intervention, I can proudly say that I helped the organization come up with one that has been implemented which will run for the next five years.

The National Olympic Committee has gone a long way in promoting the Olympic values as it is seen among athletes in preparation for international engagements. Many of the athletes that represented the country in Tokyo are training partners, this has been the effort of the Uganda Olympic Committee in a bid of getting the best of them to realize their full potential.

The National Olympic Committee has been able to provide allowances for athletes who take part in international engagements. This was not the case in previous years. This is one area that I highlighted in the document and with the country having its best medal tally in history at the just concluded games in Tokyo, more sponsors are willing to associate themselves with the Uganda Olympic Committee.

Expected Impacts *(Less than 100 words)*

This will lead to the promotion of the spirit of Olympism in the country. Since it is a project that will involve former athletes, this will serve as a motivation for young upcoming athletes to get more involved in sport especially athletics as it has won medals in previous Olympic Games. This will be through education seminars mainly at grassroot level across the country.

Athletes will now be signed by big brands since there is a plan in place and a strategic way to source for funds unlike before. This will improve their following on various social media platforms like Twitter.

5. Key Facilitators *(200 to 300 words, 250 words recommended)*

▪ DTM Knowledge Application *(100 to 150 words)*

This program can be used in several ways such as using sport to promote health among a certain group of people and promoting good health that will be used as a mechanism to fight diseases such as obesity among school going children. Such initiatives come with a registration cost and all money that is raised will be channeled to the NOC and support athlete development and training.

Sport for Development by Richard Giulianotti gave me all the knowledge and skills required to bring about change among a certain group of people and improve their lives through sport. Here, education seminars using active and retired athletes will be helping to promote Olympism among young athletes across the country.

Media and Marketing Manager of NOC Sri Lanka, Gobinath Sivarajah gave me advice on how to improve the media section of the plan. This was greatly appreciated by the executive Committee of UOC.

▪ Other facilitating factors *(100 to 150 words)*

The Executive Committee of the Uganda Olympic Committee is ready and willing to facilitate the program by providing me with office space to strategize on how the program will be conducted in different parts of the country.

I have spoken to various media personalities and they are willing to provide coverage for the events we are going to be conducting across the country so that the public can be made aware of what Olympism is and to promote the brand of the Uganda Olympic Committee all over the country.

6. Key Barriers *(150 to 200 words, 175 words recommended)*

The main barrier has been seeing this project move quickly as expected because of the COVID-19 virus that has affected over the world. Our focus of attention is schools that remain closed presently because of the Corona virus. This has affected having face to face interactions with some stakeholders.

Internet access remains a problem today in the country as it is not accessible in some areas of the country and it is also expensive otherwise means such as Skype and Zoom meetings would have been used.

Many of the Uganda's athletes come from hard to reach areas so accessibility of these areas can be expensive for the National Olympic Committee. So, the challenge here is of passing on the spirit of Olympism and the Olympic Movement in these areas that some of these athletes come from. Also, the level of literacy is low in these areas so print messages are not the best type of method to use so it requires having a physical presence in such areas.