



IBU

15TH ORDINARY
IBU CONGRESS

15 SEP – 18 SEP 2022 | **SALZBURG** AUT



WORKSHOP

Summer Events

Daniel Böhm – IBU Sport & Event Director

September 2022, Salzburg

01 Evaluation 2022

02 Long-term vision

03 Input to develop successful
summer events

AGENDA

- **Cooperation with 2 events started**
- **International participation at BLINK and MFNF on low level**
- **Great show at all three events with record participation at SBWCH**
- **TV interest in general low!**

BLINK²²



- 1) Promote winter biathlon
- 2) Recrute athletes and engage fans
- 3) Build a successful discipline with own series???

How does an ideal summer concept look like?



<https://www.menti.com>

3616 0611





IBU – International Biathlon Union

Sonystrasse 20

5081 Anif b. Salzburg

Austria

T +43 6 62 85 50 50

F +43 6 62 85 50 50 8

biathlon@ibu.at