



Nick Bishop Solutions

**It's all about attention to detail...**



**And helping to keep the crowd informed!**

Outside my business life, much of my time is spent in the running community. Although I don't compete anymore, I have a number of roles in both coaching and chairing a number of bodies.

I was recently selected to be mentored over a weekend by the legendary Stuart Storey. After being an Olympic Athlete, Stuart became the voice of Athletics, commentating on no less than twelve Olympic Games, often live to the crowd, and within the stadium. Stuart officially bows out after an event in Beijing next February at the Birds Nest Stadium.

Being a Commentator & Stadium Announcer...It's just saying a few words heh!? Think again. Stuart arrives at a stadium some 24 to 36 hours before the event. This is the final preparation and not the start! Already, meticulous research over many days will have taken place covering details of the many athletes concerned. Information that will add value, and to inform the audience.

On arrival a day or so before, the final preparation starts. Meeting with key Officials. Understanding how results will get to you, and in what format. Checking out the sound system, and in each part of the stadium. Are there black holes of sound? Where will you be sat...Is the view good enough? Speaking with the starter for the races. The person who fires the starter pistol. Making sure that from the athletes entry to the stadium to the starter pistol firing, that there is sufficient time to name all of the athletes and by name.

So, it's not just a few words...Like everything in life, it's the unseen preparation. And even then...It's still not just words...It's how you say them. The emotion...The subtle pause...The intonation. You are there to do more than tell...You are telling a story, and one that the audience really wants to hear!

Make sure you too prepare fully, and remember...Communication is both a skill and an art!

***"When you pay attention to detail, the big picture will take care of itself".***

**George St-Pierre**