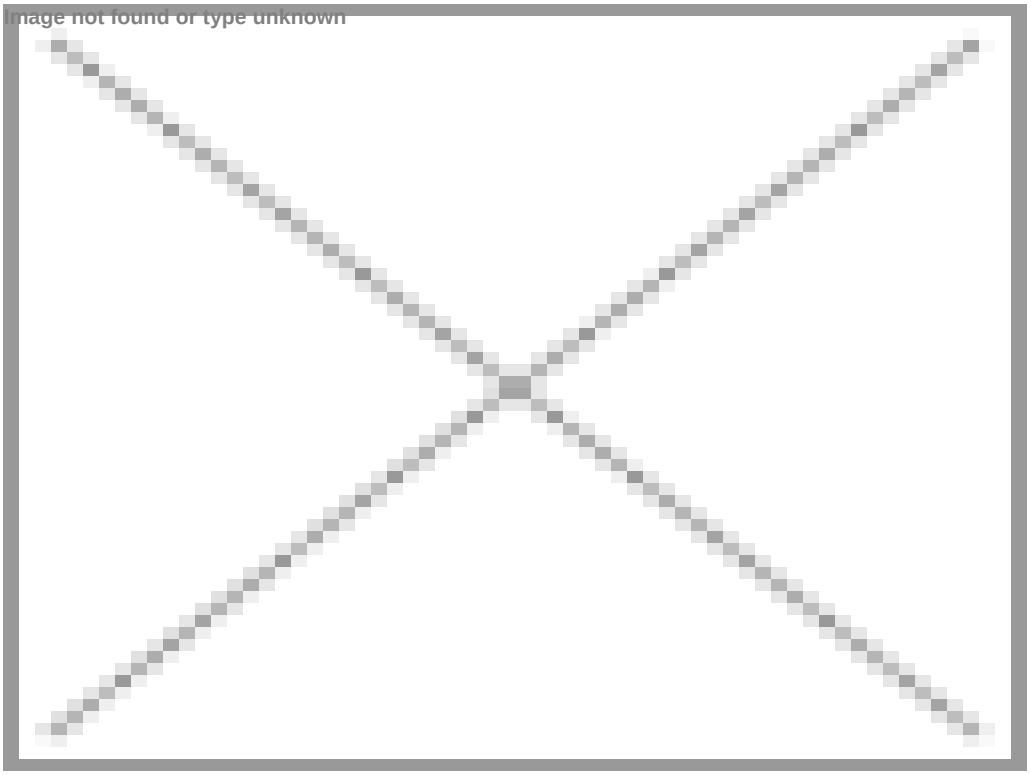
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UIPM SECRETARY GENERAL'S MESSAGE: REFLECTIONS FROM THE IF FORUM … TIME TO UP OUR GAME ON AI INTEGRATION

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The past couple of weeks were very intense based on a series of international meetings, which were very informative and useful. One of the important occasions was the SportAccord International Federation Forum that happened in Lausanne (SUI) on October 21-23.

A good proportion of the forum was talking about AI across all kinds of sports activities and organisations. Although we already started using AI in some working areas, it seems the evolution will continue to be fast and furious, so we need to keep digging and never be afraid to embrace this brave new world.

So what are the current possibilities? A quick check of Chat GDP revealed:

“Using AI in international sports organisations can significantly enhance operations, improve governance, and foster engagement.

Here are several key applications:

1. Data Analytics for Decision-Making: AI can process large volumes of data from various sources, providing insights for strategic decision-making. This includes performance metrics, fan engagement statistics, and financial data.

2. Talent Identification and Development: AI algorithms can analyse player data from youth leagues worldwide to identify potential talent. Organisations can use machine learning to track athlete progression and optimise training programs.

3. Event Management: AI can streamline the organisation of international events by automating scheduling, ticketing, and logistics. Predictive analytics can optimise resource allocation, ensuring smooth operations.

4. Fan Engagement and Personalisation: AI can analyse fan behavior to create personalised experiences, such as tailored content, targeted marketing, and enhanced communication. Virtual assistants can also improve customer service for fans.

5. Social Media and Marketing: AI tools can analyse social media trends and sentiment, helping organisations refine their marketing strategies and reach their target audiences more effectively.

6. Governance and Compliance: AI can assist in monitoring compliance with regulations and ethical standards, providing transparency and accountability in governance.

7. Injury Prevention and Health Monitoring: AI can analyse health and fitness data to predict injuries, enabling organisations to implement preventive measures for athletes across different sports.

8. Crisis Management: AI can help organisations respond to crises by analysing data and predicting outcomes, allowing for timely and effective communication strategies.

9. Sustainability Initiatives: AI can optimise resource use and track the environmental impact of events, helping organisations implement sustainable practices.

10. Training and Education: AI-driven platforms can offer tailored educational resources for coaches, officials, and athletes, enhancing their skills and knowledge.

By integrating AI technologies into their operations, international sports organisations can improve efficiency, enhance athlete development, and foster stronger connections with fans and stakeholders.”

Honestly, it is a little scary, because it seems:

- We may already be playing catch-up in the implementation of AI in sports organisation
- So many areas could be explored

- We should allocate more energy to check what is already existing and being developed, to be more effective and efficient
- As a next step, our staff and operational team members might benefit from new workshops or training programmes to gain more knowledge of AI.

Frankly, with a small staff team and with our revenue dimension, as well as more events demands, we are working at capacity in our daily routines and in the constant pursuit of improvement.

But by going against the instinct to say we don’t have time to explore, the investment can be worthwhile for each of us, helping our organisation to keep up, discover new possibilities and reach another level of effectiveness.

Do you have any recommendations?

Welcome to email us at uipm@pentathlon.org and share your opinions and suggestions!