



2nd Global Development Conference

How to Make Orienteering More Accessible and Attractive

Friday October 5th 2018, Göran Andersson

Thinking outside the box



Development

Change

Courage

Patience

Inspiration and support

Are we doing the right things?

O-activity with great experiences

Doing orienteering when I want, together with friends or by myself close to where I live.



O-activity as competition with timekeeping

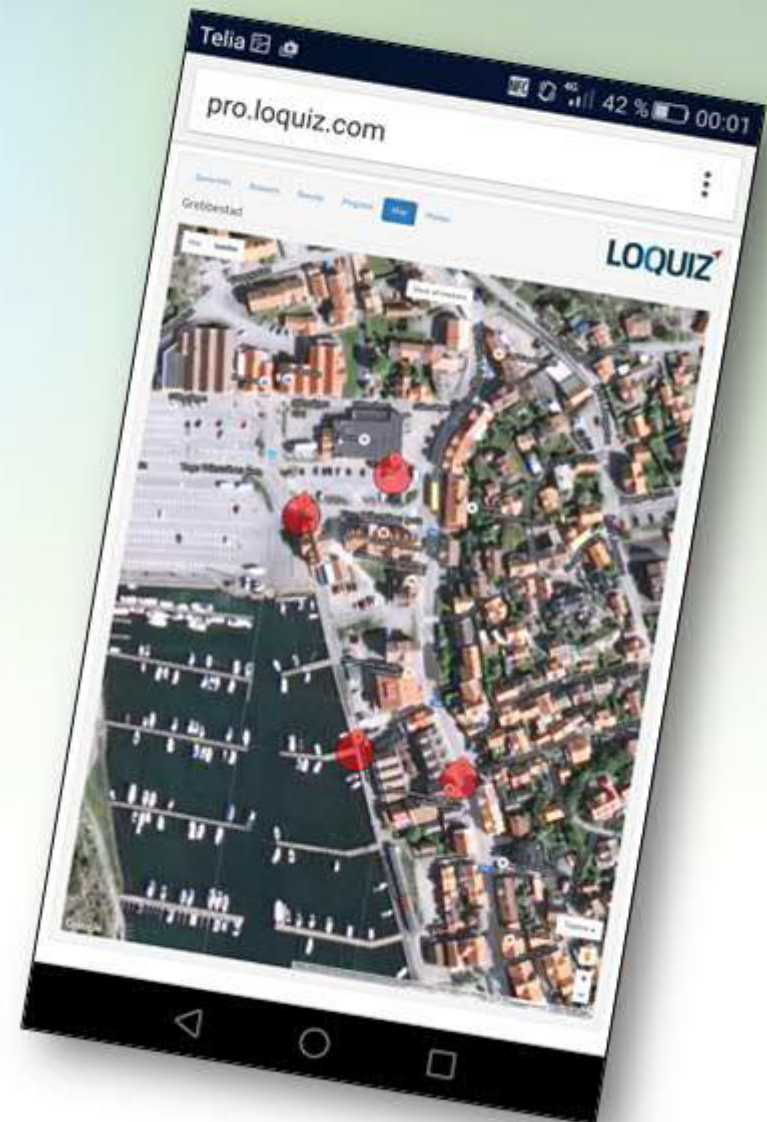
Travel miles away to an event to carry out orienteering according to a startlist.

Development



Virtuell orienteering

- Training and Health
- Business
- Education
- Information
- Teambuilding
- Just for fun
- In cooperation with partners
- Orienteering Events



Events

- Maze
- Sprint
- GPS
- Middle
- Team
- Night
- Mass
- Chasing
- Adventure

When/Where/How

- Close
- Simple
- Cheep
- Frequently
- Short time
- Few courses
- Directly
- Weekdays





Go in for! Great experience!

Experience

- When I can
- Fun
- Healthy
- Together
- Close
- Lunch or AW
- No time keeping

What kind of

- 24/7
- O-courses on net
- Green/Red/Black courses
- Adapted to all ages
- Orienteering plus something else
- Discover your city
- Urban orienteering
- Discover your county

We have a task to do!

PRODUCT; what kind?

PACKAGE; how and when?

PROMOTE; to whom?

SELL!

SELL!

SELL!

