



Opinion Leader Outreach 2002

A proposal to the First Presidency
from the Church Public Affairs and
Olympic Coordinating Committees



Overview

- The 2002 Olympics will bring an unprecedented number of opinion leaders to Salt Lake City.
- For 17 days the Church will have a unique opportunity to influence them.
- We can target our efforts to those who can lend positive influence to the work of the Church.
- We have identified three categories of guests.



Categories of Guests

- 1. The Olympic VIP List
 - Heads-of-State and their guests with accompanying ambassadors.

- 2. The Church VIP List
 - Ambassadors without their head-of-state, senior foreign and domestic dignitaries, and special guests of the First Presidency.

- 3. The Olympic Guest List
 - Major national and international government, business, political, media, and sports opinion leaders.



Categories of Guests

- 1. The Olympic VIP List - Approximately 20 groups
 - Who
 - Heads-of-State with accompanying ambassadors.
 - Why
 - Most influential guest accessible to the Church
 - How
 - Already in Salt Lake City as official guests of SLOC
 - Amenities
 - Meet First Presidency and attend Church sponsored events



Categories of Guests

- 2. The Church VIP List - approximately 84 couples
 - Who
 - Ambassadors without heads-of-state, senior foreign and domestic dignitaries, and special guests of the First Presidency.
 - Why
 - Those who can best assist the Church in their country
 - How
 - Brought to Salt Lake City in one of four hosting packages and as official guests of the Church.
 - Suggested Amenities
 - Full hosting package could include: Air, Lodging, Meals, Local Transportation, Host Couple, Olympic Venue tickets, meet First Presidency or Quorum of the Twelve, and attend Church sponsored events.



Categories of Guests

- 3. The Olympic Guest List - approximately 500 couples
 - Who
 - Major national and international government, business, political, media, and sports opinion leaders.
 - Why
 - Build lasting relationships with Church acquaintances in local communities
 - How
 - Already in Salt Lake City as official guests of SLOC sponsors.
 - Amenities
 - Meet with Quorum of the Twelve or Seventy member, hosted tours of Church sites, and attend Church sponsored events.



Cost Considerations

- **Hosting group 1: Olympic VIP Guest List**
 - Cost per group \$1,500 Total \$30,000

- **Hosting group 2: Church VIP Guest List**
 - Cost per couple \$817 Total \$68,640
 - including air \$1,817 Total \$152,628

- **Hosting group 3: Olympic Guest List**
 - Cost per couple \$100 Total \$50,000



Time Considerations

- Olympic Games begin Friday February 8, 2002 and end Sunday February 24, 2002
- As many as twenty heads-of-state expected to attend
- First Presidency defines who they want to meet
- First Presidency defines type of meeting
 - Full First Presidency
 - Private meeting with First Presidency member
 - Public greetings in reception line prior to Church Spectacular
 - Comments to guests at luncheons or dinners

February 2002

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5 Spectacular TV Recording	6 Spectacular Opening Night	7 Dead Sea Scrolls Exhibit Opening	8 OPENING CEREMONIES	9 Spectacular T/Choir Concert
10 Music & Spoken Word	11	12 Spectacular	13 Spectacular	14	15 Spectacular	16 Spectacular T/Choir Concert
17 Music & Spoken Word	18	19 Spectacular	20 Spectacular	21	22 Spectacular	23 Spectacular T/Choir Concert
24 Music & Spoken Word CLOSING CEREMONIES	25	26	27	28		



Time Requirements

- First Presidency hosting of group 1:
 - At least one event expected on 10 of the 17 days of the Games
 - Majority of heads-of-state anticipated during Opening Ceremonies weekend
- Member of the First Presidency and/or Quorum of the Twelve hosting of group 2:
 - One event expected on 4 of the 17 days of the Games
- Member of the Quorum of the Twelve or Seventy hosting of group 3:
 - At least one event every day for the 17 days of the Games



Questions

- Do you want the Church to provide hosting for VIP groups invited by others?
- Do you want the Church to provide full hosting packages for our VIP's as outlined? Should the package include air travel?
- What will be the extent of First Presidency availability during the period February 8 – 24, 2002?
- Will the First Presidency and/or Area Committee prioritize countries of most importance to the Church?
- Is it permissible to keep members of the Twelve and other General Authorities with language skills and international experience in Salt Lake City during the Olympic Games period?