



#7, Hofstade (BEL) - 26.12.2007

Post event report

ml / 11.01.2008

# General information & sporting aspects

## Organisation

Pro-cycling.be

## Public

About 15'000 spectators

Entry fee:

12€ before the event and 14€  
the day of the event

## TV Viewers

Live on VRT: 505'971

Market share: 57,71%

## Weather

Cold and grey

## Miscellaneous

Website of the organiser in  
december:

12'331 visits

356'085 pages downloaded

## Participation

Elite Men: 58 - 14 nations

Elite Women: 42 - 12 nations

Men Under 23: 60 - 14 nations

Junior Men: 51 - 11 nations

Winners' times: 1h05'33" (8 laps) for Sven Nys and 40'52" (5  
laps) for Marilyne Salvetat

## Course

2'940m

Two bridges over a lake with corridors on both sides for  
spectators

Corridor marked for a quad used for the TV production

## Pit area

Double pit area with 12 Shimano boxes

▶ As there is enough space, 15 boxes must be set up

Good location on the course: first area after 1'050m and second  
area after 1'980m

▲ Long and wide enough

▲ Two bike washing areas with high pressure washers but ▼  
wrong repartition (6 and 2) and bad XXX

▶ The same number of washers must be installed on both  
sides

▲ Good access check system

## Start area

200m long start line

▲ Exit for photographers, cameramen, paramedical assistants,  
commissaires, etc.

## Finish area

▲ Adequate area for the Portix truck

▲ Lines for photographers painted but ▶ should be 25m after  
the finish line

## Security

▲ Excellent marking (avec nets)

▲ No inflatable above the course

▲ Two bridges for spectators

▲ Security zone (70cm wide) int the technical sections

▲ Marking of the quad corridor with short poles



# Organisational aspects



Security protections

- ▲ Excellent protections on bridges and other dangerous obstacles
- ▲ Many spectators doors with marshals on both sides
- ▼ Quad for TV rode in reverse direction during the Elite Women race

## Facilities (press room, permanence, anti-doping room, team managers meeting, VIP, etc.)

- ▲ Press room, permanence, anti-doping room and team managers meeting in a school located 300m from the finish area
- ▲ Good internet connection in the press room
- ▲ Many VIP areas, high quality
- ▲ Nice podium set up 30m from the finish line
- ▲ Flash interview area located next to the podium and a camper for the riders to get changed before the ceremony
- ▼ Payment of the prize money next to the press room
- ▶ Payment must be made in a different room in order to avoid too much noise in the press room



Podium

## Signage / signposting

- ▲ Good signage from the motorway
- ▲ Good signage on site
- ▲ Signs at the entrance of each area to explain the different accesses



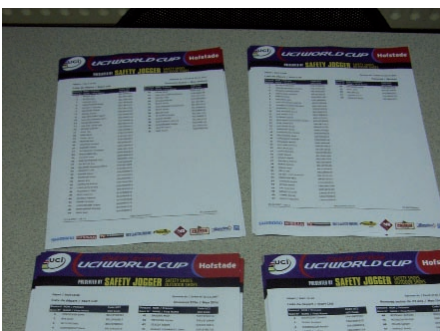
Signs at the entrance of the areas

## Lists (starters, results), body numbers distribution

- ▲ Good work done by the UCI secretary: correct lists, right layout (header and footer), quick print, distribution and availability [www.uci.ch](http://www.uci.ch)
- ▲ Envelops for the numbers prepared and provided by the UCI
- ▲ Starters lists and call up list given during the team managers meeting

## Miscellaneous

- ▲ 3 accreditations (2 mechanics and 1 paramedical assistant) given each rider
- ▲ 2 giant screens
- ▲ Public grandstand in front of the finish line
- ▲ Sound system all along the course
- ▲ Many catering stands for spectators
- ▲ Many toilets facilities
- ▲ Preprinted paper with official header and footer
- ▲ Chaperons provided by the organiser



Preprinted paper



# Media aspects

## TV

Production: live and news

Host broadcaster: VRT Sporza (National channel)

Broadcasters - live: VRT (Belgium), Teledorpe (Spain), [www.ucilive.com](http://www.ucilive.com) (worldwide access except in the USA), RAI Sport (Italy)

Broadcasters - delayed: [www.wcsn.com](http://www.wcsn.com) (USA only)

Broadcasters - news / highlights: VRT, TV Vlaanderen, Ring TV (Belgium), NOS (Netherlands), RAI (Italy), TV2 (Denmark)

## Media present on site

### TV

VRT Sporza  
Ring TV

Michel Wuyts, Renaat Schotte, Paul Herygers, André Meganck  
Björn Van Laere, Jimmy Van der Jeugt

### Written press

Gazet van Antwerpen/  
Belang van Limburg  
Het Laatste Nieuws/  
De Morgen  
Het Nieuwsblad-Het Volk  
Nord-Eclair (FRA)  
Quotidien Luxembourg  
De Gelderlander (NED)  
BN/De Stem (NED)  
De Telegraaf (NED)  
Echo du Velo (FRA)  
Velo Magazine (FRA)

Guy Van den Langenbergh, Guy Vermeiren, Cyril Verbist  
  
Joeri De Knop, Danny Van Hecke, Louis Cams  
Hugo Coorevits, Stefan Geeroms, Theo Der Kinderen  
Bruno Carlos, Christophe Juleau, Daniel Verbrackel  
Denis Bastien, Carine Becker  
Ties Aben  
Ad Pertijs  
Ard Bierens  
Jean-Jacques Delrot  
Daniel Grevesse

### Radios

VRT Sporza (direct)  
Radio Reflex Mechelen  
Cool FM  
Trendy FM

Carl Bertelee, Stijn Vlaeminck, André Piens, Jan Van Gool  
Bjorn Van Win, Bart Van Lint  
  
Julien Gielen

### Photographers

Het Laatste Nieuws  
Photonews  
TDW Sport  
Isosport  
Foto GMax

Geert Tresignie, Wim Van Goethem  
Nico Vereecken  
Tim De Waele  
Hans De Veuster  
Marc Goyvaerts

# Media aspects & Conclusion

Belga  
Het Nieuwsblad  
Krant van West-Vlaanderen  
Frank Bodenmüller (GER)  
Sus Sips  
Gazet van Antwerpen

Peter De Coninck  
André Verhoeven  
Eddy Verplancke

François Buysens

## New media

[www.dailypeloton.com](http://www.dailypeloton.com)  
[www.cyclingnews.com](http://www.cyclingnews.com)  
[www.cyclocrossworld.com](http://www.cyclocrossworld.com)  
[www.sport.be](http://www.sport.be)  
[www.mtb-foto.de](http://www.mtb-foto.de)  
Cyclosprint  
Belga

Karen Lambrecht  
Brecht Decaluwé, Gregor Brown  
Theo Kindermans  
Nico Dick  
Armin Küstenbrück  
Jean-Claude Knockaert  
Rik Heylighen

## Conclusion

On the occasion of the seventh round of the World Cup, the organising committee of Hofstade showed once again how professional it was in term of event organisation and cyclo-cross.

The high number of spectators liked the races. We liked the quality of the event.

Nothing more to tell. Only messages to encourage the organisation to go this way!