

Olympic Games parties can add fun, excitement and world-class achievement to your workday

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By Jerry Busche

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Businesses and other organizations can capitalize on the interest and excitement the 2004 summer Olympic Games will create when they're held in Athens, Greece, August 13-29.

Channel this heightened enthusiasm into the achievement of your organization's goals - whether sales, marketing, customer service, etc. Use it, too, to stimulate a greater sense of patriotism and pride in being an American.

Busche offers these suggestions:

Make your day-to-day office activities and meetings more effective by tying them in with special events, occasions, holidays or seasons. Keep your eye on the calendar and the news media to see what's coming up. The uniqueness and popularity of the 2004 Summer Olympic Games should spark ideas to take advantage of opportunities which already generate interest, excitement and publicity. Use your imagination and incorporate your own good ideas and activities, too -- as well as those of your people.

In planning your overall Olympic Games campaign, give a lot of thought to developing meaningful activities which you can incorporate these characteristics into - traits which serve you well in both the office and the sports environment. For example:

- * Knowledge, desire, training
- * Speed, agility
- * Desire, mental attitude, focus

Come up with a catchy theme or two that's customized to your company, its products/services, corporate culture, mission and goals -- and use them on banners, posters, T-shirts, etc. Some ideas:

- * Catch The Olympic Spirit!

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- * [Product Name] Sales Olympics!
- * Olympic Sales Blitz!

Relate your activities to sporting events. Hold Olympic-style competition among your team members, tying in your products/services to events such as:

- * Track and field (jumping, throwing, sprinting, relays, marathon, etc.) – "We Raise The Bar on Quality!" or "Dash to Excellence!"
- * Aquatic (swimming, diving, water polo, rowing) — "Make a Big Splash."
- * Team sports (basketball, soccer, softball) — "There's no 'I' in 'Team'"
- * Boxing - "K.O. The Competition!"
- * Archery — "Focus hits the target every time."

Decorate your office with red, white and blue Americana images. Decorate your work area with Olympic icons such as Olympic torch, Olympic rings, posters of athletes, balloons, streamers, etc.

Create your own, using poster board, Kraft paper and large-tip markers.

Raise the Flag. Hoist the American flag every time someone in your group records a special sale or does something noteworthy. If appropriate, ring a bell or signify achievement through some other means.

Keep Score. Put on your thinking cap and come up with ways to use Olympic events as a way to "keep score" as you head toward your goals. For example, create a Marathon map on a poster board indicating each of 26 miles (the marathon race is actually 26 miles 385 yards). Every time someone sells X-product or does X-activity, mark it in color on the map, etc.

Let's Eat Greek! If appropriate, treat your people to a dinner at a local Greek restaurant.

Food, Drink and Munchies Ideas:

- * Wheaties, the Breakfast of Champions
- * Power bars
- * Bottled water
- * Gatorade and other sports drinks

For more ideas on staging a fun, exciting and effective Olympic Games campaign, visit www.bizmotivation.com where there is an Olympic Games Party and Idea Kit available, plus information and links to motivation articles, themes, decorations and award merchandise.

Jerry Busche is the creator of BizMotivation.com, a division of Jerry Busche and Associates, a marketing, advertising and public relations agency that specializes in sales and motivational programs and services as well as website design and search engine positioning. The agency has served a variety of clients from Fortune 500 firms to startups, including: * Blue Cross and Blue Shield* BellSouth* Southern Bell* Dannon Yogurt* Johnson and Johnson* Vistakon

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The Olympic Games - The History Of The Olympic Games

By Lucy Bartlett

Olympics or The Olympic Games is a multi-sports event which takes place once in four years and comprises of winter and summer games. It is an international event and almost all the countries in the globe participate in the games.

The first Olympic game was held in the year 776 BC in Olympia, Greece. The games were held in Greece till 393 AD. Subsequently in 1896, Pierre Fredy, Baron de Coubertin, a French nobleman revived the games which heralded the beginning of the Modern Olympic Games.

Starting from 1896, Games of the Olympiad or The Summer Olympics were held once in four years except during the World War 1 and 2.

The Olympic Winter Games, a special edition of winter sports was first held in 1924. In the beginning, both summer and winter editions of The Olympic Games were held simultaneously. >From 1944 onwards the summer and winter games have been held two years apart.

The origin of the ancient Olympic Games was surrounded by many legends. The ancient Greek concept of Olympic Truce is one such legend associated with The Olympic Games. The Olympic Games reached their zenith during fifth and sixth century BC.

The Olympic Games were held in honour of Pelops a mythical king and divine hero of the Greeks. Poems were written and statues were created immortalizing the winners of the events in the Olympic Games. Milo of Croton, a wrestler in the sixth century BC, was the only victorious athlete in six Olympic Games.

After the Romans captured power in Greece, there was a gradual decline in the importance of the Olympic Games. The Emperor Theodosius banned the Olympic Games in 393 CE citing the games as a Pagan Festival not suitable for the Christian Ethics.

Even though the Greek ceremonies included the bearing of a torch as its integral aspect, it was not included in the ancient Olympic Games. This was introduced later as a part of the modern Olympic Games.

In the 2004 Summer Olympics held in Athens, nearly 11,100 contestants from 202 countries participated in various events whereas there were only 245 participants from 15 nations in the 1896 edition of the Olympic Games. The Olympic Games has become one of the biggest events for the media. In the Sydney Olympics held in 2000, more than 16,000 journalists presented the events in various media format while 3.8 billion people watched the games on Television.

Munich Olympics held in 1972 saw the first act of terrorism in the .Olympic Games. Subsequently the Summer Olympics held in Atlanta, Georgia in 1996, and the Winter Olympics held in Salt Lake City, Utah in 2002 were also subjected to acts of terrorism.

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For the Olympic Games scheduled to take place in London in 2012, 26 sports are included.

Lucy Bartlett is a proud contributing author. Find more articles at

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