

Congress Chronicles

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FIFA World Cup... We felt it and it was here!!!

What an experience!

What often gets overlooked is the business behind the FIFA organization. Congress Rental was privileged to be chosen to supply all the simultaneous interpretation, microphones and digital recordings for all the meetings and ceremonies leading up to the 2010 FIFA World Cup. These meetings included the **60th FIFA Congress opening ceremony and conference**, as well as numerous smaller meetings for the various executive committees and member associations such as **UEFA, AFC and CONCACAF**. In total this consisted of the **FIFA Medical Conference** (held during February at **Sun City**), 14 meetings of various sizes at the **Sandton Convention Centre**, 2 large scale meetings at **Gallagher Estates** and 1 at **Monte Casino, Fourways**. Press Conferences were also held at the **Sandton Sun Maroela Room**.

For all these meetings Congress Rental supplied the simultaneous interpretation equipment and microphones. Languages required varied considerably between meetings, however the most common were; **English, French, Spanish and German**. Additional languages provided by Congress Rental included **Russian, Italian, Korean, Indonesian, Farsi, Arabic, Mandarin Chinese and Vietnamese**. From a booth point of view, having so many languages being interpreted in different locations concurrently could prove to be a logistical nightmare! However Congress Rental came out shining, even supplying **24 booths** in total, to three locations on the busiest days. Through the duration of the conference, Congress Rental supplied equipment for 8 rooms with a varying number of booths and microphones (depending on the specifications for the day).

The largest of the conferences was the **60th FIFA Congress**, which brought together the **208 FIFA member countries** across the globe. The likes of President Zuma, former President Mbeki, President of FIFA Sepp Blatter, Pele, Sir Bobby Charlton, and Franz Beckenbaur attended this congress. An opening ceremony was held in Gallagher estate and the actual conference proceedings were held at the SCC. Congress Rental provided all the interpretation and conferencing equipment, including **1500 - 2000 receivers, 7 interpretation booths and 30 delegate microphones**.

This world cup has been a fantastic experience and we would like to thank all our suppliers, clients and employees for all they contributed during this time. Thank you... and thank you South Africa for a gre
"2010 FIFA World Cup J

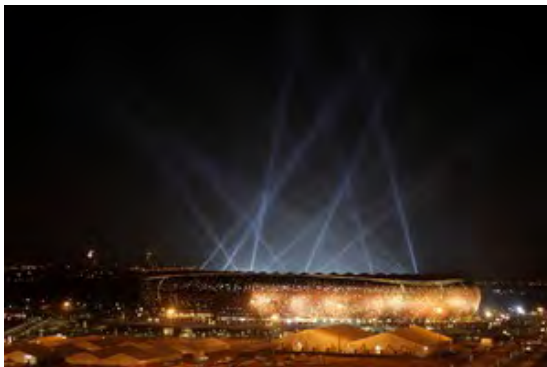
[Click here](#) to see more FIFA conference pictures

[Click here](#) to see Congress Rental staff meeting some soccer stars



Arsenal kits go green

Arsenal football club is following the steps of World Cup teams with their new fully recycled kits. Brazil, Netherlands and Portugal sported kits made of recycled plastic bottles. These Nike shirts are 100% recycled and don't vary greatly in price compared to their non-recycled counterparts. It takes up to eight recycled plastic bottles to make each of the shirts, which are sourced from Japanese and Taiwanese landfill and melted down before being processed into fabric. Nike claims the process cuts energy use by 30 per cent compared with newly manufactured polyester. Even soccer is going green! [Click here](#) to view an interview with the players about their new eco-kit.



Technology and the 2010 WC

The FIFA World Cup was the platform for a lot of firsts in south Africa and internationally. New technology was used from the broadcasting the games in 3D to the manufacturing of the Jabulani ball. **Sony**, as one of the official sponsors of the world cup, were able set up stands at most stadiums where you could either take a picture with a '3D background' and view it later on the web, or experience what it was like to view an actual **soccer game in 3D**. They also had numerous stands around Sandton City and a huge dome (which took over pretty much the whole of Mandela Square) where you were able to watch the game live in 3D. Reviews are mixed as to whether 3D soccer is a hit... but I think it's awesome! Pity that you have to limit your number of guest to the number of 3D glasses you own ;)

ESPN also stepped up its presence by offering its viewers in America numerous ways to view the games. Taking the time difference into consideration, this was quite impressive. Three approaches were used: Live Streams, Highlights and Recaps, and Real-time venues (using social networks to bring people together to watch the games). To view a more detailed description of these approaches, [click here](#).

Our World Cup was also the first to feature so highly on the social networks such as **Facebook and Twitter**. The Guardian.co.uk even set up a portal which allowed all tweets to be streamed to a webpage showcasing each game. Viewers from across the world could communicate about the game instantaneously! Lets not all forget about the Paris Hilton fiasco where she was arrested for "allegedly" being caught smoking marijuana at the Nelson Mandela Bay Stadium in PE. Through Twitter all her fans were able to sleep easy when she tweeted that she was released and in bed. SA musicians also gained huge international credibility. The day after the Kick Off concert, the Parlatones and Freshly Ground were one of the most tweeted about on Twitter!

No matter the technology used SA has definitely made its mark on the world and hopefully that means more conferences coming to South Africa in the future ;)

Preparing for Brazil 2014

Now that this world cup is over... lets start preparing for the next one! Below is a placemat showing classic Brazilian soccer terms. [Click here](#) to enlarge the image and see the translations.



Message from the Editor

Dear Loyal Readers

I hope you all enjoyed this final note on the World Cup. What a truly spectacular month! I can't believe its over, but I think my body is glad it is J Time to settle back to routine, but what are we going to watch now that our 20H30 time slot is now open. It was an event I'm glad I was privileged to experience, from the conferences to the fan parks and to the matches. Well done South Africa and VIVA ESPAÑA!

I look forward to hearing from you soon.

Raquel de Sousa



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