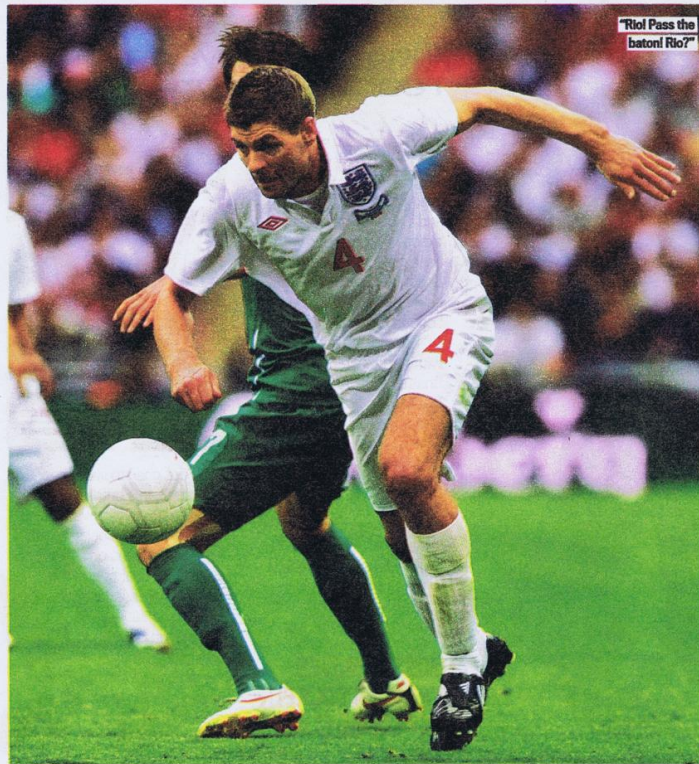


# ShortList

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EVERY THURSDAY

## Notebook



"Riot Pass the baton! Rio?"

### • SPORT

## How to rescue England's 2018 World Cup bid

### Sports PR expert Rod Kohler on how to save the country's blushes

An ill-judged gift of Mulberry handbags is survivable. Your chairman getting caught in a sting accusing major rivals of corruption is less so. But all is not lost for England's hopes of hosting the 2018 World Cup, so says Revolution PR's Rod Kohler, the man behind Athens' successful 2004 Olympic bid.

### USE BRAND BECKHAM

"Don't let the FA committee members anywhere near the camera. At the start of the bid, Fifa vice president [Jack Warner] said they hadn't seen enough star quality, basically meaning they wanted to see David Beckham.

He has to go to South Africa as an ambassador this summer."

### TURN TO THE FANS

"With any bid, you've got to show you're putting it on for the fans. If you send T-shirts to the people that travel with the supporters' club, they can be walking billboards. And if you send them information with their tickets, they can say the right things if they're asked about the bid by a reporter."

### BRING IN THOSE WHO HAVE SUCCEEDED

"Lord Coe is involved already, but the other people associated with the successful 2012 bid have to be brought in. They have success written all over them and the people on the Fifa

executive committee will like gestures such as that."

### FOCUS ON THE NEXT GENERATION

"London won the 2012 Olympics because of an amazing film that talks about kids being the future. With World Cups there's a huge problem with ticketing. We should make a massive gesture by giving 1,000 tickets to underprivileged children."

### SHOW THE BID HAS NATIONAL SUPPORT

"Look at Richard Branson and Lord Sugar. In this day and age, businesses have a face. If Sugar led a programme that pulled British businessmen behind the bid, that would be spot-on."