



UCI
CYCLING WORLD
CHAMPIONSHIPS



2023
**GLASGOW
SCOTLAND**

COMMUNICATIONS STYLE GUIDE

Version 1
02/12/21

WELCOME

Welcome to the style guide for the 2023 UCI Cycling World Championships.

Please use this guide when writing or talking about the Championships as it has been developed to help us all stay on track (excuse the pun) and communicate in a clear and consistent way no matter the audience - colleagues, event partners, sponsors, athletes or your next-door neighbour.

This is a living document and will be updated as announcements and progress are made. Updated versions will be circulated to the team after each revision.

KEY POINTS TO NOTE

As much as we'd like to be the only major global sporting event taking place in 2023 - this is not the case - so making sure we get the event name right in our communications and not abbreviated so it gets confused with other events (i.e. 2023 ICC Cricket World Cup) is really important.

Although Glasgow will feature several venues, when communicating the location of the event it should always be "Glasgow and across Scotland". We are a Pan-Scotland event – so it is crucial we display that in our name.

HOW TO WRITE OUR NAME

This is the Championships' full name in the **CORRECT ORDER**:

2. UCI – the name of the International Federation which owns the event

4. WORLD CHAMPIONSHIPS - gives the context of the event

2023 UCI CYCLING WORLD CHAMPIONSHIPS – GLASGOW. SCOTLAND

1. YEAR FIRST - to designate we are a non-annual mega event

3. CYCLING – the core to explain what the event is about

5. LOCATION - should always be "Glasgow and Scotland".

HOW TO WRITE OUR NAME

This is the COMPANY name in full CORRECT ORDER:

2023 CYCLING WORLD CHAMPIONSHIPS LIMITED

You should only use our company name when writing legal documents, contracts or formal/statutory documentation such as invoices, board paper and letters or of course, when referring to the company and not the event.

“Limited” abbreviated to “Ltd” the only exception.

ACCEPTABLE ABBREVIATIONS



These are acceptable abbreviations when referring to the Championships:

2023 UCI CYCLING WORLD
CHAMPS

2023 UCI CYCLING WORLDS

The Championships*

*Only acceptable once made explicitly clear you are talking about the 2023 UCI Cycling World Championships

UNACCEPTABLE ABBREVIATIONS



NEVER refer to the Championships in these abbreviations:

2023 CWC

2023 CWC Ltd

Glasgow 2023

Scotland 2023

Glasgow 23

Scotland 23

ALWAYS REMEMBER OUR GOLDEN RULES

✓ DO use the full Championship name “2023 UCI Cycling World Championships – Glasgow and Scotland” when you first write or speak about the event.

✓ DO use the abbreviations 2023 UCI Cycling Worlds, 2023 UCI Cycling World Champs or the Championships once you use the full event name or when speaking/writing about it internally.

✓ DO use Glasgow and across Scotland.

✓ DO use 2023 Cycling World Championships Limited (or Ltd) when writing legal documents, contracts or when referring to the company



✗ DON'T use the abbreviations '2023 CWC'. It will get confused with the 2023 Cricket World Cup as well as people having no idea what the event is.

✗ DON'T use 2023 CWC Ltd. That's not our company name.

DIFFERENCE BETWEEN WORLD CHAMPIONSHIP & DISCIPLINE

The 13 UCI World Championships taking place are (always in alphabetical order):

BMX Freestyle Flatland

BMX Freestyle Park

BMX Racing

Gran Fondo

Indoor Cycling

Mountain Bike Cross-country

Mountain Bike Downhill

Mountain Bike Marathon

Para-cycling Road

Para-cycling Track

Road

Track

Trials

The seven UCI Disciplines taking place are:

BMX Freestyle

BMX Racing

Indoor Cycling

Mountain Bike

Road

Track

Trials

***Cyclo-Cross & Cycling E-Sports are the only UCI disciplines not involved in the Championships**

HOW TO TALK ABOUT OUR DISCIPLINES

These are ways of writing about a discipline in the **CORRECT ORDER**:

FULL VERSION:

Discipline followed by full Championship title →

TRACK – 2023 UCI CYCLING WORLD CHAMPIONSHIPS – GLASGOW. SCOTLAND

SHORTENED VERSION:

Discipline followed by abbreviation of Championship title →

TRACK AT THE 2023 UCI CYCLING WORLD CHAMPIONSHIPS

INCLUDING EVENT:

Discipline, followed by event and Championship title →

MOUNTAIN BIKE DOWNHILL, 2023 UCI CYCLING WORLD CHAMPIONSHIPS

HOW TO INCLUDE ATHLETES WITH DISCIPLINES

Here is how to write about an athlete and their discipline at the Championships’:

“Katie Archibald has been selected to compete in the Omnium and team pursuit for Great Britain in Track at the 2023 UCI Cycling World Championships, in Glasgow and across Scotland”

“Reece Wilson has won gold in the Men Elite Mountain Bike Downhill at the 2023 UCI Cycling World Championships”

“Reece Wilson, 2023 Men Elite Mountain Bike Downhill UCI World Champion”

← When referring to an athlete and their event: use the event name first, followed by the discipline and then the Championships name

← When talking about the results of an event: use the event name, category/classification and then the Championships name

← For athletes that are crowned world champions: start with the year of the world championship, followed by the discipline, then the category before finishing with the words ‘world champion’

ALWAYS REMEMBER OUR GOLDEN RULES

- ✓ DO think of all 13 UCI World Champs being part of one Championships.
- ✓ DO refer to the individual Championship when required, using the event name and finish with the Championships name.



- ✗ DON'T use Road Worlds, Track Worlds, Urbans, MTB World Champs, etc
- ✗ DON'T refer to 13 World Championships as Disciplines

WHO ARE OUR PARTNERS?

It's important our partners and stakeholders are properly referenced, ensuring the roles and responsibilities of relevant organisations is recognised

DRAFT

Additional Partners & Stakeholders still to be announced. Will be added & agreed in due course.

Designation	Description	Examples
Principle Funder	The organisations providing the main financial backing for the Championships	Scottish Government, Glasgow City Council and UK Sport
Stakeholder	Those with a key stake in the overall delivery of and outcomes from the Championships	UCI, VisitScotland, Glasgow Life and British Cycling
Main Partner	Our commercial Main Partners (publicly Main Partners, but you might hear "Main Sponsor" being used internally sometimes or by the Main Partners themselves)	TBC
UCI Partner	Any existing or future Worldwide Partners of the UCI	Tissot, Shimano, Mapei and Santini
Official Partner	Our commercial Official Partners (publicly Official Partners, but you might hear "Official Sponsor" being used internally sometimes or by the Official Partners themselves)	TBC
Host City		Glasgow
Official Host	Towns/cities/regions or venues (and associated local stakeholders) outside Glasgow hosting one of the 13 UCI World Championships in 2023	Dumfries & Galloway Council, South of Scotland Enterprise (Road)
Official Provider	Organisations specifically contracted to provide services in the delivery of the Championships	The Spokes, National Federation Travel Partner & Temporary Power
Official Supplier	Our commercial official supplier	Clothing Supplier, Vehicle Supplier - TBC

If you are unsure of the correct designation please speak to Cameron.fraser@cyclingworldchamps.com

OUR TONE OF VOICE

 **UCI**
CYCLING WORLD
CHAMPIONSHIPS

2023

GLASGOW
SCOTLAND



STRIKING THE RIGHT TONE

The 2023 UCI Cycling World Championships is no ordinary event and our tone of voice reflects this. It represents who we are and what we are about. It will adapt depending on the context and the audience, using certain attributes more or less depending on the situation but as the voice of the Championships, we should always be:

SCOTTISH

- Welcoming
- Warm
- Unpretentious
- Straight to the point
- “No bother” bravado

REAL

- Honest
- Simple
- Relatable
- Funny
- Can-do

CONFIDENT

- Emphatic
- Bold
- Inspirational
- Glorious
- Democratic

ALWAYS REMEMBER OUR GOLDEN RULES

- ✓ Adapt depending on the context and the audience, using certain attributes more or less depending on the situation.
- ✓ Always be Scottish, Real and Confident in your tone.
- ✓ Getting your tone to be Scottish doesn't mean tweeting "ya bampot" at people every chance you get. It's more an attitude than anything and remembering we are communicating to an international audience.
- ✓ So be Welcoming and warm, for a start. Chatty and full of patter, of course. Always unpretentious and straight to the point. With a healthy dose of "that'll be no bother" bravado .