



## Steve Cram MBE

BBC Chief Athletics Commentator, Olympic Silver Medallist  
and World Champion



### CSA CELEBRITY SPEAKERS

Steve Cram is a British Icon recognised as one of the finest athletes of his generation. He is a World, Olympic, European and Commonwealth medallist as well as 3 times World Record holder during his illustrious athletic career. Steve began his broadcast career in 1995 with Eurosport and joined the BBC in 1998. He is the Chief Athletics commentator and has co-presented the last 3 Summer Olympic Games as well as the Winter Olympics in 2002, 2010 and 2014. Steve recently led the ESPN coverage of the Diamond League, the premier international athletics series, and is a regular contributor to BBC Radio 5 Live hosting popular shows such as 606 and Sunday Sport.

**"Steve is one of the World's most successful middle distance athletes"**

#### In detail

Outside of broadcasting Steve is involved with the English Institute of Sport and is also the Founder and Chairman of COCO, a worldwide charity set up to break down barriers to child education and reduce infant mortality. Steve was recognised for his achievements by winning the BBC Sports Personality of the year in 1983, and receiving his MBE in 1986.

#### What he offers you

Steve's knowledge and experience of the sporting landscape, from individual athletic success to over a decade in broadcasting, makes him an ideal role model and ambassador for any brand. He is a recognised and sought after presenter and motivational speaker and has worked alongside numerous multinational and FTSE 100 companies delivering their key messages and entertaining clients along the way.

#### How he presents

Steve is engaging, witty, and very entertaining. He has insightful views on a wide range of subjects in the sporting world, views which are delivered in a way which shows his extensive knowledge.

#### Languages

Steve presents in English.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

#### How to book him?

Simply phone, fax or e-mail us.

#### Topics

The Olympic Spirit & What it's Really like to Win an Olympic Medal  
Teamwork  
Leadership  
Motivation  
Peak Performance  
Host and Awards  
Coaching