

FISA 

Joint Commissions Meeting

24-25 November 2018

Berlin, Germany

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2018 Report of the Events Promotion Commission

2018 Primary Achievements

1. **Distil the information towards all OC's**
2. **Ideas and/or discussions papers with other commissions**
3. **Collaboration with World Rowing and future hosts for streamlined social media avenues . . .**
4. **Presentation for Council on YOG**



2018 Report of the Events Promotion Commission

2019 Primary Objectives

- 1. Common level of knowledge for new members**
- 2. Distil the information towards all OC's**
- 3. Ideas and/or discussions papers with other commissions**
- 4. Collaboration with World Rowing and future hosts for streamlined social media avenues**



2018 Report of the Event Promotion Commission

2019 Primary Objectives / Following Strategic Plan Objectives

1. Govern / Administer

Commission advises on ways to take promotion of World Rowing brand to their events.

2. Develop

OC's hosting events as a platform to develop rowing in the local, regional and national communities. Promotion activities to activate participation and awareness-raising

3. Showcase through Events

OC's to improve spectators and stakeholder experience at events through pre-information, social media, and information distribution

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2018 Report of the Event Promotion Commission

2019 Primary Objectives / Following Strategic Plan Objectives

4. Promote Rowing

World Rowing brand is activated by the OCs to the local, regional and international communities, through all media and communications platforms as well as stakeholder relations

5. Respect the Environment

OC's are working with the local, regional and national authorities to stage sustainable events

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