

2020 Report of the Events Promotion Commission

2020 Primary Achievements

1. Common level of knowledge for all members
2. Reflect on promotion of forthcoming World Championships
3. Reflecting on staging events during/after the pandemic



Joint Commissions Meeting

2020 Virtual

2021 Report of the Events Promotion Commission

2021 Primary Objectives

1. None



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2021 Primary Objectives / Following Strategic Plan Objectives for the working group

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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2021 Primary Objectives / Following Strategic Plan Objectives for the working group

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

Sustainability in promotional aspects, from procurement to delivery. OC's are working with the local, regional and national authorities to stage sustainable events



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Budget Information (for Ex Comm)

- **Commission Meetings: nihil**
- **Projects: nihil**



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Additional Information

- **Organisation of the working group**
 - Need for a focal point to exchange information
 - Need for strategy for continuity
- **Improved collaboration WR marketing / OCs**
 - avenues for collaboration
 - review strategy of protected products



Joint Commissions Meeting

2020 Virtual