

Minutes of Marketing Working Session

87th FIDE Congress

Baku, Azerbaijan, 6th September 2016, 15:00-17:00

Chairman of the Marketing Committee: not present

Present: I. Dobronauteanu (ROM), N.P.B.Freeman (FIDE), P. Truong (CAM), R. Ali (SUD), M. Huba (SVK), O. Nakapunda (NAM), W. Iclicki (LIE), V. Aristotelous (CYP), A. Herbert (BAR), A. Alltabsi (OMA), G. Borg (FIDE).

The President of FIDE Marketing Commission was absent.

Mr. Ion Dobronauteanu made the introductory speech about how this meeting was set up and the need of FIDE to improve it's activity in the field of marketing.

Marketing is a very large domain, but for aspects as communication and PR is feasible to obtain improvements with little efforts. Mr. Dobronauteanu thanked FIDE management and Nigel Freeman for supporting organizing this meeting.

Mr. Paul Truong spoke about the crucial role of social media in promoting FIDE events, in getting a much larger audience and ultimate in finding sponsors. He presented relevant information of his own activity and

campaigns in social media. An important aspect of media materials is about "stories" and emotions that have to be delivered and not especially the "professional" part of chess. Mr. Martin Huba gave some global information about number of licensed players, chess events and the need to improve FIDE website and communication.

Mr. Nigel Freeman spoke about Africa where is a need to have more stronger players that will lead to increase general interest in chess. Distances and travel costs in Africa are a general challenge, Therefore Mr. Freeman proposed to support players from Africa to travel to other continents in order to increase their ELO level and to obtain GM norms.

An interesting proposal is to create video content and Mr. Nakapunda suggested to ask federations to make such attractive video materials. These materials could be made in youth events showing catchy examples about kids from various countries or with personal success stories. The YouTube could be a very effective tool in promoting chess and attracting young generation, as suggested by Mr. Huba.

Messrs. Freeman and Truong highlighted the great potential in attracting showbiz stars and famous persons in promote chess. A good opportunity for FIDE's PR is the forthcoming world title match in New

York and is still time for FIDE to have an efficient communication campaign in social media, in compliance with the agreement signed with AGON. Better results in getting internet audience would be by using same syntax of domain names in social media and internet websites for major chess events.

The necessity of a new and modern website for FIDE was presented by Mr. Geoffrey Borg, who said that this is a priority for the next future. Related to chess image, an appropriate dress code in major chess events would be helpful in delivering attractive video content.

The need to define a strategy in communication and especially in social media was agreed by Messrs. Freeman, Borg and all the participants and some concrete proposals are expected to be submitted to the FIDE management in the next future.

Ion Serban Dobronauteanu