



# International Rafting Federation

Media & Marketing Report - Congress 2015  
Dec 2015. Sukabumi, Indonesia

October 2015

## Strategic Plan laid out for M&M was as follows - with comments in red:

- Continue to grow our followers on Facebook, Twitter, Youtube, newsletters and drive traffic towards our website. **Achieved. Ongoing.**
- WRC media: 2013 WRC Media was very good. Perfection would have been live streaming and international distribution. 2014 WRC was poor due to lack of cooperation from hosts. Although there was live streaming it did not include DR or the second, crucial Slalom run which was the last discipline. It was also removed and so we are unable to view it again. 2015 – working hard towards everything. Key things are:
  - Build up – interviews, articles and interesting bits. **Achieving**
  - Good internet cover and suitable work stations and environment at the event location for Sportscene, IRF Media and other media that are there. **Achieved for 2013, not for 2014**
  - Live video, live blogs, live results. **Partly achieved for 2013 and 2014.**
  - Photos – good action and atmosphere capturing quality! **Very good for 2013. Unsatisfactory for 2014 as limited photos and shared in wrong format.**
  - Daily articles written and distributed. **Very good for 2013. Achieved for 2014.**
  - Encourage media to attend – local, regional, niche. (This is dependent often on what hosts can offer as far as food, accommodation, etc) **Very good 2013, unknown at 2014**
  - Use facebook, twitter and websites to promote suitably. **Achieved. An official WRC facebook page now set up and administered by the IRF which can be co-administered by the organisers as well so as to maintain followers.**
- Newsletters. **Achieving**
- Increase use of Twitter in and out of events. **Could do more.**
- Strive for live video feeds at key events **Some success**
- Live Blog to be used as much as possible. **Was used successfully at WRC 2013 and 2014.**
- Use distribution list to send news articles out, particularly outdoor magazines. Not achieved
- Improve results coming out at events. **Achieving**
- Increase number of contributors from around the world so as to increase spread of articles and news we distribute via our media outlets **Needs improvement**
- Share more with Sportscene. **Needs improvement**
- Make website more user friendly. **Achieving. Ongoing.**
- Increase awareness and the value of the IRF GT&E qualification so that all guides and companies want to be a part of it. **Beginning to work on**
- Attract public to IRF media sources. Using the website to recommend commercial companies etc. so that it is the first place the general public will look for advice on rafting. **Not succeeded**
- Build up our interaction with the “bottom of the pyramid” of rafting. **Achieving**

## *Marketing*

- Seek out sponsors as well as persons to assist us with this aspect. Various approaches were made to potential sponsors but nothing was realised. Still needing the right person with marketing skills to drive this – on commission basis.
- Advertising opportunities on website not being used.

All of the media side has been handled by Sue and Nada.

Pieter Bekkers – Head of IRF Media & Marketing