



**European Fencing Confederation  
Confédération Européenne d'Esgrime**

17.06.2015

**Information Letter no. 24-2015**

Dear Member Federations,

To help your responsible persons for promotion and marketing in your federation we put your attention to the message of our Commission who gives you some valuable hints to be successful in this field.

Especially the fact that you can also use free of charge photos from our official photographer, Augusto Bizzi, is one of the highlights of the attached message.

We hope that you will make use of the offer.

Thank you for your cooperation and good luck for your fencers in Baku and Moscow.

Best regards,

*Max Geuter*

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## EUROPEAN FENCING CONFEDERATION

### Promotion and Marketing Commission

To:

National Fencing Federations – Members of EFC/CEE

Dear colleagues,

As the time of the year when grand fencing events have started taking place (European Senior Championships, World Senior Championships, European Games) and in getting closer to the last year before the next Olympic Games in Rio, I would like to share some important information with you.

1. All pictures on the EFC website and the EFC Facebook taken by Augusto Bizzi can be used without any cost by all the NF (*national federations*). Please bear in mind to highlight the credits **@AugustoBizzi**

2. A reminder about the upcoming **Media Workshop in Moscow**: we are aware the Media managers are the primary targets of it, but it would be important if any representative from the NF could attend this workshop. Important topics in light of the preparations for the Olympic Games in Rio will be discussed. *Please see the attached agenda.*

3. During the European Championships we were on site with one person and working with the Social Media platforms; **Facebook, Twitter, Instagram**. This project was realised with the support of the Swedish Fencing Federation. The results of it in numbers are as following:

*On the EFC website, we had 14.074 visitors which visited 42.220 of our pages. Our Facebook posts reached 62.865 people which is a huge increase from the previous period. Our posts also received 2.695 likes. On Twitter we earned 66.300 impressions. Our links were clicked 41 times a day. We had 92 retweets during this period.*

4. It is important for our community to spread widely on the Internet and reach as many people as possible. Please follow us on Facebook, Twitter, Instagram **@eurofencing**, **#eurofencing** and help us to share this information and widen our presence and importance.

5. We would like to receive more information about national tournaments, national and regional fencing events, training camps, etc for the website, but also to publish via our social media platforms. Please be so kind and send all information you might have to [media@fencing-efc.eu](mailto:media@fencing-efc.eu)

In case you might have some additional ideas and proposals on how to develop furtherly in this area, from your federations, clubs, bodies and individuals, please do not hesitate to reach us on the following contacts:

With best regards,

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