



CIVL 2018 PLENARY – ANNEXE 22 COMMUNICATION OFFICER REPORT

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Introduction

Appointed CIVL Communication Officer in 2017, I have 20 years of work experience in journalism, PR, marketing and web development. Worked with international magazines, agencies and brands, last 5 years were dedicated to paragliding and hang gliding events hosting platform Airtribune.

Activity 2017

The core functions of CIVL Communication Officer were to report Commission news on the website and manage subscription mass mailing to General list and Delegates list. Before the website news reporting was carried out by CIVL President, who is also a journalist and a reckoned sports historian. So I want to express here my gratitude for the heritage and fine instructions I received. At the same time I faced quite a challenge of not performing less and being capable of keeping up with the expectations – I sought in what way we can improve CIVL communication.

Hence I proposed to the Bureau and was granted consent to ‘go social’ – opened CIVL Facebook page to deliver news to flying community in a modern and comfortable way. To install and maintain direct contact with pilots – our ‘stakeholders’ – is very important. To strengthen this communication channel and broaden it will become very important for the benefit of sport in general.

Website news

In 2017 there were 77 news articles posted in CIVL section of fai.org (up to 12 December)

Commission news

In this feed we informed about any decisions, activities, training, deadlines or meeting held in the CIVL. Totally there were 38 Commission news articles in 2017

Event news

In 2017 we published 39 event news articles on the website. In Event news we cover the whole course of Category 1 event from local regulations publication to prize giving. So I will use this opportunity to remind via you to all competition organisers that CIVL works for you and gives you a free-of-charge media channel to the community, do not neglect publicity and do not underestimate CIVL media support. Till now not all organisers understand it. Luckily we have happy examples of high PR professionalism.

In connection with this I would like to praise the organisers of whose **exceptional information support** allowed our community to follow these events almost live:

15th FAI World Paragliding Championship, Monte Avena, Italy – High success on national level – All possible principal media engagement including RAI Sport, TG5, Icarus, Sportweek, Gazzetta dello Sport – key Italian media. Governmental collaboration, including aerobatics aviation 'Frecce Tre Colori'. Daily video and news reportage on the website, event platform, and Facebook page.

20th FAI World Hang gliding Class 2 Championship, Aspres-sur-Buech, France – Success on regional and sport community level. Daily detailed reportage with photos, Video materials, Website and Facebook media.

At each event we tried to provide interesting content with quality photo and/or video. Here I want to express my gratitude to all CIVL Bureau members and CIVL Stewards who worked on the events and apart from their Steward and Jury duties and in necessity volunteered as journalists and photographers. Great team work, which we will continue.

New website

From October 2017 a new modern design FAI website was launched. I want to thank FAI officers, who arranged all materials transfer and later helped us to adapt to new environment. Still such a huge amount of work cannot be done all at once; we have changes ongoing and continue with tuning and fixing of the new system.

Newsletter

We keep informing our community via mass mailing. Most important CIVL website news is also distributed via email. In 2017 there were 39 info issues communicated via emails to subscribers.

Facebook

The work on CIVL Facebook page @fai.civl began in April 2017. During 8 months of work without spending a cent on advertisements, we managed to reach the **over 1.2 mln of the audience**:

CIVL Facebook in figures:

- 2844 subscribes, 2730 likes.
- 228 posts.
- Total Audience Reach: 1,270,450 users/37,790 likes& shares.

- Top post: 415,000 users/19,000likes & shares.
- Average post: 5500+ users/165likes & shares.
- CIVL officers (Jury president, Steward) interviews: reach 9000+ users/50 likes & shares.

Main plus of CIVL Facebook communication channel–instant news delivery to target audience, modern easy to receive format ('Like the page and get the news'), and collectable statistics – now we've got a tool to measure an interest to our activity and we understood it is great.

Plans for 2018

- Continue developing CIVL Facebook page.
- Consider necessity of implementing other social media
- Work with competition organisers in order to install good PR collaboration.
- Begin cooperation with sports media. I would like to propose building up Paragliding&Hang gliding media pool in order to help them in communication with the scope of our sports promotion.