



International Rafting Federation

Media & Marketing Report – Congress 2017
4 & 5 October, Myoshi City, Japan

The Media section of the IRF has been going on strongly under the management of Sue Liell-Cock and Nada Matic. Nada has been managing the various Facebook pages as well as writing articles and attending events so as to connect with the teams, provide results and take photos and videos to bring the events closer to the rafting world and to ensure the IRF keeps in contact with its followers. She does find it a struggle to get news from the teams though, which is disappointing as everyone likes to read about the other teams they are going to face at events!

Sue writes some articles and manages the front end of the website. She continually seeks potential advertisers for the site but has not been able to secure anyone. At the WRC Sue ensures and often has to write the daily press releases due to organisers failing on this aspect. This is often not ideal as she also has her other IRF duties and writing these press releases can be very time consuming. For the ERC, she ensures that any daily press releases that are written appear on our website as well. She also maintains the “Live” site for WRC and ERC.

Sean Clarke has recently joined the team and brought the IRF into the Instagram world – a great new step! He also manages the Twitter account now. These are also two excellent ways to link to the world, especially the younger generations.

Marketing is still a very weak sector of the IRF. There is a great potential for sponsors at our events, just need the right person to secure them