



Media and Marketing Report - Congress 2019 by Sean Clarke (IRF Media Representative)

13 & 15 May, Tully, Queensland, Australia

The following is a summary of the work done by the IRF Media & Marketing Committee:

Media:

- **Created an “IRF Brand”** - Set out branding for the International Rafting Federation including rules for use:
 - logo, colours, font(s), language, style of language
 - templates (email, document, website, presentation (PPT), media (movie, sound)
 - who can/can't use IRF branding
 - where/when/how can/can't IRF logo/branding be used
 - determined who/what (persons/bodies) IRF wants to be associated with
 - determined who/what (persons/bodies) IRF does not want to be associated with
 - “two voices” - one for official IRF communication and one for social media
- **Improved response times to/from organisers/ key media persons and other key people:**
Done through leading by example in response times from IRF media team, keeping people informed about response times, and informing people when someone will have a long absence.
- **Focusing the flow of media information to the right people**
 - Ensuring all media content, data and information goes to the IRF Media Rep, or relevant person who needs it, within an appropriate amount of time
 - Ensuring that when people want to share anything about rafting they think “IRF”
 - Set up a media specific email address - media@internationalrafting.com
- **Establishing media contacts in each National Federation**
This has developed very well and continues to grow. These persons are in charge of:
 - Cooperating and exchanging information with IRF Media team
 - Raising awareness of rafting in their country - that we are a sport as well as a tourist activity
 - Ensuring a constant flow of information (competitions take place throughout the year, let domestic audiences see that we exist all year)
 - Cooperating with sports media in their country, supplying information about our key events
 - Updating their website(s) and social media regularly with relevant, timely and engaging information

- **Promoting recreational rafting**
 - Using good blogs from good tour companies (preferable IRF guides, but not essential)
 - Reaching out to providers and guides to produce content - offer our news/blog as a method of publication if they don't have their own publication outlets

- **Promoting sustainable rivers, rafting and water conservation**
 - Following more conservation bodies, persons and projects from IRF social media profiles
 - Encourage "green" living
 - Assisting those who fight against the destruction or damaging of any rivers
 - Assisting those who work towards establishing more clean and free flowing rivers around the world

- **Promote GTE system**
 - #RiverFamily series was launched so as to tap in to the wealth of Instructors and Guides out there will bring out more of this. One interview a week for one year
 - Promoting the work of IRF Guides (Instructors/Assessors)
 - Seek articles from GTE Guides for personal interest stories e.g. newly qualified, first descents, working with disabilities, etc.

- **Engaging with our stakeholders**
 - Promote the IRF website far and wide
 - Avail of social media channels and the variety of engagement opportunities available
 - Growing our Benchmark email databases

Marketing:

Marketing is not only about marketing our own brand, it is also about seeking sponsorship and other support to bring in much needed extra funding to the IRF. The key to this is exposure of our events and brand on an international level. The above steps have all helped improve this for us.

The focus now is TV and video exposure. And to this aim we have partnered with 1080 Media who will be working with us to ensure we get the world-wide exposure on TV that is possible and needed for the sport of rafting.

Potential event and longer term sponsors have been approached and work is underway in taking this forward.

Other:

Aquapac: partnership provided discounts for teams of 25%, and IRF Guides get 35%.

Spreadshirt: a range of IRF branded gear has been set up on Spreadshirt so all can have access to it. Prices reduce rapidly with greater numbers.