



## IFSC MEDIA COMMISSION

TERM 2021-2025

### OVERVIEW

The IFSC Media Commission is formed by the IFSC Executive Board following the IFSC General Elections for a term of 4 years.

Members of the IFSC Media Commission are not subject to term limits and are nominated by the Executive Board abiding by the principles of gender and geographical balance, fairness, and transparency; their appointment is based on specific experience and members may be nominated through their relevant national federation as well as spontaneous candidature.

Due to the relational nature of the IFSC Media Commission, fluency in English is highly recommended but not mandatory, and members may be aided by an own interpreter.

The IFSC Media Commission acts as an advisory body to the Executive Board to complement Objective 4 of the IFSC Strategic Plan: Increase IFSC brand awareness:

- 4.1 Identity: ensure the recognition of the IFSC as the governing body of Sport Climbing worldwide
- 4.2 Community: be at the centre of the Sport Climbing community.
- 4.3 Engagement: actively engage all stakeholders to grow and promote Sport Climbing through all channels.

### 1. PURPOSE

To support and advise the IFSC on communication and media-related matters;

To support and advise the IFSC in the pursue of the three objectives listed above;

To liaise, upon request of the IFSC Executive Board, between the IFSC Executive Board and other stakeholders.

### 2. FUNCTIONS AND ACTIVITIES

- To plan and present the potential rebranding of the organisation, and the subsequent plan of implementation;
- To draw a long term, cross-platform strategy that can activate and engage the Sport Climbing community;
- To build a working structure of internal and external communications that connects the IFSC to its stakeholders.

### 3. COMPOSITION

The IFSC Media Commission welcomes up to 10 members, including – preferably – representatives of the 5 IFSC Continental Councils, nominated through their relevant National Federation or through spontaneous candidature, with experience in any of the following areas:

- Public relations and institutional communication;
- Digital and social media management;
- Administration of national governing body or similar organisation.