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Trofeu Internacional
Ciutat de Barcelona



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BARCELONA FENCING WORKSHOP 2017

FENCING
MARKETING
20/1/17
DE 16 A 20H
INEFC

ORGANITZA



COL·LABORA



BARCELONA FENCING WORKSHOP 2017: FENCING MARKETING



“En garde! Your club needs a strategy”

Speaker: Union of Catalan Sports Federations (UFEC) Marketing Department (UFEC).

UFEC is a non-profit organization that represents the Catalan sports federations and, by extension, their clubs. UFEC looks forward to defending their rights and give them support in order to boost the sector.



“Case study: Euroleague Basketball”

Speaker: Alex Ferrer

Alex Ferrer Kristjansson is the Brand and Communications Director of Euroleague Basketball. He holds a degree in business from the Universitat de Barcelona (UB) and a Master in Marketing and Communications from the Università Ca' Foscari of Venice.



“Fencing Marketing 2.0: the case study of Italian Fencing Federation”

Speaker: Alessandro Noto

Born in 1979, Sicily Modica, he currently lives between Rome and Modica. He graduated in Law and took a Master in Law and Economics of Sport. Since 2007 Alessandro is Marketing and Social Media Consultant for the Italian Fencing Federation. He carries out consulting for companies, sports clubs and athletes. Since 2014 he teaches Social Media Strategy at the Business School of Sole 24 Ore and at the LUISS.



“How to find and manage a fencing sponsor – case study British Fencing”

Speaker: Karim Bashir

Born in 1973, UK, he currently lives between Torquay in the South West of England. He graduated in Mathematics and Sports Science. He retired from competitive fencing in 2006 having fenced internationally for Great Britain. Karim started his own Sports Marketing Company in 2006, Catch Sport Ltd, offering sponsorship consultancy, contract negotiation, event management and media marketing services. Since 2006 Catch Sport has provided Media Consultancy to British Fencing. He is also a commentator for the FIE's YouTube channel where this year for the first time “Ciutat de Barcelona” will be streamed.



“Marketing management in the sport organization”

Speaker: Sergio Groupierre

With a broad experience in sport management and organization, Sergio Groupierre is actually president of the Argentina Fencing Federation, and member of the International Fencing Federation (FIE) Promotion and Publicity Commission.



“Brainstorming on fencing marketing”

Round table, moderated by José Luis Abajo “Pirri”

Definitely the Spanish fencer with greatest results: Olympic, World and Europe Championships medalist, he is actually vicepresident of the Spanish Fencing Federation (RFEE) and member of the Spanish Olympic Committee (COE).