

# PCM FIE Commission

FIE Commissions, Councils and Ethics Committee meeting, Istanbul, 4–5 July 2025

## 1. RECOMMENDATIONS

Priority level: 1 “must have now” | 2 “should have for 25-26 season” | 3 “good to have in the future” | 4 “nice to have in the future”

### 1.1. Recruit more staff inside the Communication and Marketing Teams → Priority 1

#### Human Resources recruitment (full time job)

- 1 Marketing & Communication Director who have 10 years’ experience in sport marketing. His or Her missions:
  - Develop and share a strategical vision
  - Have direct contact with all the agencies needed: Marketing, Communication (\*I am currently handling the design agency) agencies
  - Manage the relations with new sponsors and Medias partners
  - Manage the whole team in place
  - Develop an influence strategy to get in touch with local celebrities (artists, actors, musicians, other sport athlete...) in order to invite them and give them a “money can’t buy” experience on our Grand Prix or World Championships
  - To be completed...

#### Communication Team

**KPI: reach the top 20 sports on social media** referring to the “Redtorch” report.

The fact is that Fencing, for now, is at the bottom of this benchmark at the 36<sup>th</sup> rank...

- 1 community coordinator/consultant (gen z) to:
  - Create short video reels or stories (Instagram, TikTok) on competition events to make interviews with the winners and do highlights
  - Monitor the social media and respond to the athletes on the social media, repost and crosspost their posts, so that athletes feel valued and considered by their international federation
  - Launch and react to major social media trends
  - Create social media competition games to recruit new followers
  - Assisting in data analysis and data reporting cause all the creative idea needs a Key Performance Index plan and also after promotion a KPI data fact (\*I am responsible for the annual data collection and analysis. The new coordinator/consultant could assist me define new KPIs and increase the frequency of analysis — for example, shifting from once a year to quarterly or even monthly.)
- 1 graphic designer to:

- Work closely with the external agency responsible for the FIE brand guidelines and event-related materials, ensuring compliance with FIE design standards, and producing institutional communication assets, event assets, graphics, templates, and banners as needed (\*We plan to have the agency handle the logo system and brand guidelines, while the designer takes on daily design tasks. As the workload is high and varied, some tasks may be shifted to the agency if needed.) Create in-house graphics & contents in emergency in case the agency is not responsive. He has to have designer skills.
  - The designer must respond quickly and work with a high degree of flexibility. In case of urgent tasks, he/she should be available outside regular hours, including evenings and weekends.
- Switch with a new communication & content agency which will be more responsive. →  
**Priority 2**

### **Marketing Team**

**KPI:** design marketing packages and get sponsors, with a major sponsor from 500K to 1M \$ engagement fee.

- 1 marketing & account manager in order to:
  - Coordinate a specific marketing agency who will develop and create a real FIE sponsors offer and then find sponsors to sell the offer packages
  - Coordinate the relation with the new sponsors who will join the FIE Sponsors Club
- Challenge the current marketing agency and fix it the KPI goals

Idea: try to get first a watchmaking and timekeeping partner to whom we can offer the following activations and visibility:

- ✓ Huge visibility on the central signalling apparel system and/or on the piste
- ✓ Measuring key actions speed and duration during a match, like in Tennis.  
Example: fencing lunge execution speed by *name\_of\_sponsor*
- ✓ The perfect gesture or action or special trick of the day award
- ✓ “Money can’t buy” experience for them and their clients during the world championships
- ✓ Team building fencing seminars within their companies and subsidiaries
- ✓ **To be completed...**

### **1.2. Promote the new Fencing.TV platform → Priority 1**

*“Now, Fencing has his own TV!”*

Create a dedicated digital tool kit (photo and animated contents, baselines, example of “ready to share” posts...) for everyone, especially for athletes, to share and invite the world to watch fencing for the world championships in Tssibili.

Create a one-page language elements for the Fencing.Tv new commentators to promote the service correctly when they will be live streaming.

### **1.3. FENCER NAME ON THEIR MASK → Priority 1**

Following our discussions with the SEMI Commission, FIE has to allow it with the same approach and specifications as on their jacket.

Name has a maximum length and high to respect. Name has to be the same than the on printed on the jacket. Colour has to be the same than on the jacket. It's the official light blue.



### **1.4. Create a dedicated campaign award and voting system to elect the fencer of the year → Priority 3**

With these typologies of awards:

- The best Seniors, U17 & U20 athlete (male and female)
- The best coaches (male and female)
- The best referees (male and female)
- The best Grand Prix & World Cup event (Seniors & U20)

All these communities who will vote will bring us new followers, especially young followers during the U17 & U20 vote.

### **1.5. Visibility of the FIE logo and graphic identity → Priority 1**

The FIE logo must be visible and 30% larger than any other logos displayed at competitions. It must appear at a minimum on:

- The central scoring machine support on the piste
- The coach and athlete areas on each side of the piste
- Banners and flags marking the boundaries of the field of play
- The backdrop used for interviews (if provided by the organizer)

- Other?

We must evolve from simply using the FIE logo to building a recognizable international fencing brand.

Example: the IOC with "Olympics" + the Olympic rings, or "Athlete365".

Request the FIE's design agency to propose adaptations of our logo into a flexible brand system that can be customized for different types and formats of our major competitions: World Championships, Grand Prix, World Cups.

It has to be a slit logo FIE x name\_of\_competition

### **1.6. Spectator presence → Priority 3**

When there is no ticketing strategy or when it is insufficient to fill the venue, it must be made mandatory to fill the seats located behind the finals pistes.

This can be done by inviting schools, local associations, clubs, or the general public through incentives and outreach initiatives.

First rows of camera angle needs to be filled by former, local fencers in order to support traditions and those whose prime were before young generations

### **1.7. Visibility of champion athletes → Priority 3**

Create a distinctive symbol to identify Olympic champions and/or reigning World champions in fencing.

For inspiration:



### **1.8. Create an "Alumni team" of fencers → Priority 4**

Building a global community from those who were fencers formerly creating for them a kind of alumni group where FIE can provide extra services them (e.g.: they can volunteers on FIE event, during FIE competitions we can provide them events where they can meet with athletes or VIP zone and special invitations to World championships and Grand Prix series, or

we can provide them FIE clothes (e.g.: special editions of Olympic and world champions) and extra services in connection with streams, podcasts, etc.). Messages: Stay Connected – Get Involved

This idea also another financial leg for FIE based on membership fees, donation, etc.  
Message: Give Back

e.g.: <https://www.purduealumni.org/>

### **1.9. Update the media / press handbook → Priority 1**

Update the Senior World championships handbook as well as create a section for the Grand Prix and Senior world cups and Junior & Cadet World championships.

### **1.10. Enhance CMTV's on-site coverage of FIE events. → Priority 3**

For Grand Prix and selected key Senior World Cup competitions, at least one member of the CMTV team should be deployed on-site to ensure consistent delivery of video footage, short-form content, and post-match interviews.

## **2. PROJECT IDEAS**

### **2.1 Creation of a new competition format focused on promoting fencing**

Design a yearly “Fencing Masters” event featuring the world’s top athletes in a format that breaks the traditional mold.

For example: team-based, mixed-gender, and cross-weapon matches.

The goal is to make fencing more engaging and attractive by emphasizing strong concepts: dramatized rivalries, shorter event durations, polished TV production, and disruptive formats.

Inspired by the **World Athletics Ultimate Championship**:

- **Concept:** Biennial competition launching in 2026 by World Athletics to fill off-years outside the Olympics and World Championships.
- **Format:** 8–16 athletes per event, with semifinals and finals for short distances, including relays. No combined events or race walking.
- **Prize money:** \$10 million total, with \$150,000 awarded to each winner.

**First edition:** Budapest, September 11–13, 2026.