



**SECRETARY GENERAL  
COMMISSIONS AND COUNCIL MEETINGS**

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**Promoting, Communication and Marketing Commission and CMTV Department**

**9 May 2026**

**Online**

Present:

Gulnora Saidova	FIE Secretary General
Nathalie Rodriguez	FIE CEO
Donald Anthony	Representative of COMEX in the Commission
Clerebold Chan	President of the PCM Commission
Abdulla Alsunaid	Member of the Commission
Carl Borack	Member of the Commission
Garcia Angel	Member of the Commission
Badr Doaa	Member of the Commission
Atilla Prosits	Member of the Commission
Patrick Medley-Browne	Head of CMTV Department
Céline Ramseyer	CMTV Department
Doga Uludag	CMTV Department
Elena Murdaca	Projects and Development Director
Stella Skaliaraki	Projects and Development Department

Absent:

Omar Benadouda  
Chaouachi Mohamed Soufiane  
Guyart Brice  
Wo Qiu Yan

Meeting Agenda

1. Sofia Meeting – Plan and Strategic Outlook
  2. Action Plan and KPIs until Year-End
  3. Sustainability and Environmental Initiatives
  4. Questions and Answers
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**1. Opening Remarks**

The meeting was opened by FIE General Secretary, who welcomed all participants and emphasized the importance of strengthening the global promotion and visibility of fencing through coordinated media, marketing, and communication strategies.

Gulnora Saidova highlighted the strategic importance of promotion, digital engagement, and media development for the future growth of fencing and the preparation toward LA 2028.

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## **2. Introduction of the New SMTV Director**

Nathalie Rodriguez introduced Patrick Medley-Browne as the new SMTV Director. Patrick informed the participants that he is currently reviewing FIE media operations, identifying operational gaps, and developing proposals for future improvements, partnerships, and content strategies.

Initial cooperation discussions have already started with media and marketing partners, including Warner Bros. Discovery.

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## **3. Promotion Commission Engagement**

Commission members were invited to submit:

- feedback regarding competitions and event presentation;
- proposals related to promotion and branding improvements;
- strategic ideas and initiatives in preparation for the Sofia meetings.

The discussions emphasized the importance of stronger coordination between the Promotion Commission, SMTV Department, organizers, and other FIE bodies.

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## **4. Handbook Review and Updates**

Nathalie Rodriguez confirmed that several commissions had already submitted comments and proposals regarding the revision of the FIE competition handbooks.

At the time of the meeting, no official feedback had yet been received from the Promotion Commission.

Donald Anthony agreed to coordinate the follow-up process and support the preparation of the Promotion Commission's contributions.

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## **5. LA 2028 Strategic Promotion Plan**

The participants discussed the strategic promotion plan leading toward the 2028 Summer Olympics. It was confirmed that the FIE and USA Fencing signed an MOU to support promotional activities in preparation for LA 2028.

The objective is to establish a long-term global campaign aimed at:

- increasing fencing visibility,
- strengthening audience engagement,
- expanding media reach,
- attracting new communities and commercial partners.

Members were encouraged to propose:

- promotional events,
  - community engagement initiatives,
  - partnerships,
  - digital campaigns,
  - social media activities.
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## **6. Athlete Ambassadors Program**

The meeting included discussions regarding the development of an athlete ambassador initiative within the FIE promotional strategy.

The initiative aims to support:

- audience engagement,
- event promotion,
- media visibility,
- communication with younger audiences.

Discussions will continue with selected athletes regarding:

- event participation,
- promotional campaigns,
- social media engagement,
- public appearances.

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### **7. Commentator Education Program**

The Commission discussed the launch of a commentator education and certification program under the framework of the Fencing Academy.

The proposed program aims to:

- train former athletes and new commentators,
- improve event presentation quality,
- expand multilingual commentary coverage,
- strengthen storytelling and audience understanding of fencing.

Members agreed that educational initiatives remain an important part of the long-term promotion strategy of the FIE.

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### **8. Hong Kong World Championships Preparation**

Clerebold Chan provided updates regarding preparations for the upcoming World Championships in Hong Kong.

Key operational areas under development include:

- venue operations,
- government coordination,
- media production,
- training camp logistics.

Additional promotional concepts discussed during the meeting included:

- LA 2028 branding integration during the Championships,
- Organization of Studio for Commentators work with participation of guests among athletes, former athletes, VIP guests
- promotional videos and countdown campaigns,
- fan engagement activities,
- dedicated promotional booths and activation areas.

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### **9. Broadcast and Media Production**

The participants discussed opportunities to further improve:

- event production quality,

- live broadcasting,
- studio analysis,
- digital storytelling,
- audience engagement during competition breaks.

Patrick Medley-Browne confirmed that discussions with Warner Bros. Discovery are ongoing with the objective of maximizing media exposure and improving content delivery across platforms.

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### **10. Sustainability and Environmental Initiatives**

The Commission also discussed the importance of integrating sustainability and environmental awareness into promotional and event presentation activities.

Members highlighted that the Promotion Commission and SMTV Department can contribute through:

- promoting sustainable event practices through media and communication activities;
- increasing visibility of environmental initiatives during competitions and championships;
- supporting awareness campaigns connected with sustainability and responsible event organization;
- integrating sustainability themes into promotional content, digital campaigns, and audience engagement initiatives.

The discussions emphasized that sustainability communication should become an important component of the long-term image and development strategy of the FIE.

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### **11. Action Points and Next Steps**

The following action items were confirmed:

- Promotion Commission members to submit feedback and proposals to SMTV;
- Donald Anthony to coordinate handbook contributions;
- SMTV and the Promotion Commission to continue development of the LA 2028 campaign strategy.

Further work will continue regarding:

- athlete ambassadors,
  - commentator education program,
  - Hong Kong World Championships promotional activities,
  - media and broadcast improvements,
  - sustainability communication initiatives.
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### **12. Conclusion**

The meeting confirmed:

- strong engagement and collaboration among participants;
- commitment to strengthening the international visibility of fencing;
- importance of innovation in media, promotion, and audience engagement strategies.

Particular emphasis was placed on:

- preparation for LA 2028,
- modernization of media and promotional approaches,

- development of educational and communication initiatives,
  - integration of sustainability principles into future promotional activities.
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#### **Secretary General's Closing Message**

FIE Secretary General Gulnora Saidova thanked all participants for their active contribution and strategic discussions.

The Secretary General emphasized that the work of the Promotion Commission and SMTV Department plays an important role in strengthening the global image, visibility, and future development of fencing through innovation, education, communication, and international cooperation.

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