



**SECRETARY GENERAL
COMMISSIONS AND COUNCIL MEETINGS**

Coaches Council

29 May 2026

Online

Present:

Gulnora Saidova

Haibin Wang

Gregory Massialas

Dmitry Glotov

Natalia Conrad

Lei Sheng

Elena Murdaca

Patrick Medley-Browne

FIE Secretary General

Representative of the Executive Committee

Member of the Council

Member of the Council

Member of the Council

Member of the Council

Projects and Development Director

CMTV Director

Absent:

Aoki Yusuke, announced

Gamir Zahra, announced

Tychler Guennadi, present on the final part of the meeting

Gardos Gabor

Han Woo Lee

Marcelin Stephane

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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The meeting was opened to review the current status of the Commission's work and to coordinate preparations for the upcoming meeting in Sofia. Ms. Gulnora Saidova set the context of the discussion, emphasizing the necessity to ensure that the Commission delivers tangible results and operates in a structured and efficient manner.

1. Olympic Visibility and Strategic Priorities

The Secretary General informed participants about recent discussions within the Olympic Movement regarding future Olympic programme evaluations. It was noted that sport visibility, media interest, broadcasting reach, sponsorship opportunities, and commercial attractiveness are becoming increasingly important criteria for Olympic inclusion and positioning.

The FIE will continue to strengthen its efforts to increase the visibility of fencing, expand audience engagement, and enhance the sport's media presence.

2. Promotion and Media Development

An overview was provided on the Federation's ongoing efforts to improve digital visibility and social media performance. Progress has already been observed through improved rankings and audience engagement across digital platforms.

Participants discussed the importance of:

- Expanding television and digital distribution;
- Improving audience measurement and viewership tracking;
- Increasing social media engagement;
- Promoting athletes and their personal stories;
- Strengthening cooperation with the Olympic Channel and other media partners.

3. FIE Senior World Championships Hong Kong 2026

The Secretary General presented several initiatives planned for the Championships, including:

- Enhanced television production and broadcast quality;
- Additional cameras and microphones on the field of play;
- Improved lighting and presentation elements;
- Creation of a dedicated live studio throughout the event;
- Inclusion of athletes, coaches, referees, and experts in studio discussions.

Mr. Greg Massialas emphasized the importance of:

- High-quality multilingual commentary, particularly in Mandarin;
- Mandatory use of slow-motion replays for key actions;
- Broader storytelling that extends beyond competition results;
- Integration of cultural and lifestyle content to attract wider audiences;
- Data collection and audience analytics to demonstrate fencing's reach and impact.

The Secretary General welcomed these recommendations and confirmed the establishment of a working group involving experienced commentators and specialists to further develop the concept.

4. Coaching Development

Mr. Wang presented preliminary ideas for the future development of the Coaching Council, including:

- Establishment of a global coach registration system;
- Development of coaching education pathways;
- Licensing and certification programmes;
- Research initiatives related to coaching development worldwide.

Participants agreed on the importance of collecting comprehensive information regarding coaching structures and educational systems within National Federations.

5. Surveys and Information Collection

Mrs. Saidova proposed launching a survey among NFs to gather information regarding:

- Coaching academies and education programmes;
- Numbers and profiles of coaches;
- Existing challenges faced by coaches;
- Areas where the FIE can provide support.

Council members were invited to submit suggestions and questions to be included in the survey.

6. Athlete Career and Education Programmes

Updates were provided on several development initiatives, including programmes related to:

- Athlete career transition;
- Coaching education;
- Refereeing education;
- Commentator education and media training.

The objective is to create additional career opportunities for athletes after their competitive careers, including opportunities within media and sports communication.

7. Sustainability Initiatives

The Secretary General informed participants about ongoing sustainability initiatives being implemented in line with IOC recommendations.

Council members were encouraged to promote environmentally responsible practices within the fencing community, including reducing waste and maintaining clean competition venues.

8. Action Items

- Submit recommendations regarding commentary and audience engagement of the World Championships.
 - Advance the Coaching Council development strategy, including coach registration and education initiatives.
 - Prepare and distribute a survey to National Federations regarding coaching structures and needs.
 - Expand athlete education and career-transition programmes.
 - Support FIE sustainability objectives through awareness and education initiatives.
 - Prepare presentation for Sofia meetings
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9. Closure

The Secretary General thanked all participants for their valuable contributions and emphasized the importance of close cooperation between the FIE, coaches, athletes, and National Federations in strengthening the global visibility and future development of fencing.
