



European Fencing Confederation Confédération Européenne d'Esime

Report of the Promotion and Marketing Commission

The European Fencing Confederation's Promotion and Marketing activities are divided between the Commission, composed of members appointed by the Executive Committee, and the Communications Staff (Erika Kirpu, Alessandro Noto, Augusto Bizzi and Julian Seidl), who are responsible for the website, social media, communications, photography, and more. Performance on social media clearly demonstrates growth, and communications data is very positive. It is hoped that with the new website, communication will become increasingly pervasive in the world of European fencing.

Among the new communications features, a new column entitled "Beyond the Competition" has been launched, which aims to explore fencing beyond the pistes. Indeed, fencing managers involved in non-competitive activities were interviewed.

The working group shared the final phase of the website's development.

At the request of Vice President Etienne Van Cann, the Commission began examining the operational aspects of the EFC brand, with particular reference to the creation of a Handbook, Guidelines, and Toolkit. In Cagliari, thanks to the hospitality offered by the Organizing Committee of the European Under-23 Championships, the Commission met in person to define the tasks it will face for the implementation of the branding project.

The Commission believes that, pending official approval of the brand guidelines, it is necessary to define basic guidelines that the organizing committees must operate to promote the Confederation's competitions.

In this regard, it is considered useful to hold short informative webinars to provide the essential elements that define the identity of a European Confederation of Fencing competition.

The Commission also believes it is useful to organize two webinars in September on the following topics:

- The use of artificial intelligence in modern communication (risks and opportunities) – Speaker Alessandro Noto
- The role of communication in modern fencing. Speaker Erika Kirpu.

The next Commission meeting is scheduled for June.

Vincenzo De Bartolomeo

Rome, May 12, 2026