

# Marketing Director Report

Below is an indication of recently completed, planned and ongoing projects.

## Ongoing/Upcoming Projects

### **World Team Cup**

The 1<sup>st</sup> ICCF World Team Cup was approved at Congress 2021 and was loaded to the server today, with 28 team competing representing 40 different nations. This event includes players with ratings between 1453 and 2607 and I believe this style of inclusive event in part of the direction we need to take to continue to take to include as wide a proportion of our player base as possible

### **ICCF Champions League “Clearing House”**

The Champions League clearing house did very successful business during the last cycle of the event and will re-open its doors on the 1<sup>st</sup> of August to help players find teams and visa-versa.

### **ICCF Acronyms & Definitions Guide**

The Guide found [here](#), contains most of the definitions of the majority of the acronyms found in ICCF and should be the first place a player consults if unsure or requiring more information. Further documents are planned, including “A Players first year in ICCF” and “National Federations Duties and Responsibilities”

### **Player Photos**

During the last year there has been an upswing in the number of players providing photos, to allow their opponents to “See” them. It is also positive that number that must be rejected has swung down to almost zero. As a reminder a player photo should be of the player, not a cartoon avatar. In addition, it is worth reminding players that a reverse image search is carried out of all photos, prior to approval which has to date rooted out WW2 Admirals and Serial Killers!

### **Game Promotion**

This year I have proposed a standardisation of viewing rules around Friendly matches. These are to allow ICCF and National Federations to be able to promote “nearly” live games. I urge all National Federations to support this proposal.

### **ICCF Message System**

The use of the system has increased over the last year and I urge all National Federations to use this system as it allows both the use of up-to-date email addresses and the targeting of messages.

### **Player Survey**

A player survey on Website improvements was completed late in 2020. This list will be added into the (already very long) list of server developments. More information on the planned improvements will be provided later. It was interesting to note that many of the requested improvements were already on the server and the need for a communication of general server capabilities is required.

### **ICCF Training Videos**

As mentioned, the need to demonstrate server capabilities was indicated by the player survey. This is also seen in the repeat issues reported to Helpdesk. To facilitate this a number of ICCF YouTube videos will be created. Outlines and scripts have been made and recording is expected to start in the next week.

### **Social Media**

The unofficial Facebook page continues to operate with a trickle of content and the Twitter account mirrors our news feed content. The official ICCF Facebook will be extended but only as a backup for communication around the server

### **CC Development**

Proposal 2021-039 looks to run trial tournaments for a different kind of event, designed to lower the draw rate and increase the competition level within CC. I urge delegates to support this. Regardless of the success of this proposal I will continue to examine potential directions and will publish a summary of potential directions by the end of 2021. Any players or delegates who have ideas are heartily invited to share them with me.

It is my strong belief that it will not be one simple idea that gives the best direction for future CC but a combination of ideas.

### **Website**

Delegates and officers are reminded that all items for posting on the ICCF Newsfeed should be sent to the webmaster team at [webmaster@iccf.com](mailto:webmaster@iccf.com)

The website will have a refresh in terms of organisation in the next few months – an outline has been created and will be discussed with stakeholders for approval.

### **ICCF Vouchers**

Tournament Organisers are reminded that ICCF vouchers are available as prizes and that these avoid many of the issues related to PayPal and bank transfers. In addition, ICCF TO's are reminded that I have a number of potential prizes and event sponsors available and should get in touch to discuss as required.

### **Hall of Fame**

I am pleased to announce there will be several new inductees this year – wait until the AGM to find out who!

### **Sponsorship partnerships**

Several new opportunities are being explored now and I hope these will close in the next month.

### **Newsletter**

The first edition of the new ICCF Newsletter will drop in August 2021. This will focus on results, titles and upcoming events with a few articles thrown in for good measure.

Any ICCF member who wishes to get involved in any projects should contact me at [leanthinker@hotmail.co.uk](mailto:leanthinker@hotmail.co.uk)

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***ICCF Marketing Director 31/7/2021***