ENGSO Communications and Marketing Working Group

Terms of Reference

Background

The ENGSO vision is to be the voice of organised sport in Europe. To ensure this ENGSO needs to develop and maintain a clear profile, utilising effective and timely communication and marketing tools.

The Communication and Marketing Working Group will increase the visibility of ENGSO, addressing communication as its primary concern, and ensure that all members and stakeholders are aware and engaged in the work of ENGSO.

Objectives

- To establish new and innovative communication methods for disseminating information to members and stakeholders
- To manage the ENGSO message and ensure it is heard internally and externally
- To promote ENGSO and its work, via contacts with media, other organisations and amongst the membership
- To ensure the maintenance of up-to-date records and addresses of ENGSO members and external experts
- To co-operate with the permanent and temporary working groups
- To develop and manage the ENGSO brand, including the image and merchandising
- To seek opportunities for ENGSO to increase its profile through events and marketing

Method of working

The Group will draft the working programme in close co-operation with the Executive Committee.

A written report from each meeting is to be approved by the ExCom.

The Group will meet according to a specified plan, including the GA and the Forum, and maintain electronic communication throughout the year.

Membership

Membership of the Working Group is open to all members of ENGSO, on the understanding that representatives on the Group must be active participants and have communications and marketing expertise.

ENGSO Youth will also be invited to participate in the Working Group.

The members of the Working Group are nominated by ENGSO members and appointed by the Executive Committee for a two year term. An Executive Committee member responsible for communication and marketing matters also sits on the Working Group in an ex-officio capacity as well as the Information and Liaison Officer.

The Chair of the Working Group will either be the participating Executive Committee member or another member of the Group. The Chair will be appointed by the Executive Committee for a two year term.

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