



ASPC Marketing and Communications Report

The intent of the Marketing/Communications Committee was to promote the ASPC and to reach out to the membership and add value to them. Also to coordinate Research projects involving members and knowledge:

1. Marketing Action Plan

Most of the energy devoted to this action in this period was for the International Relations with IOC, due to the knock down of the Secretary General for 9 months because of the accident, all these actions has been detailed thru the International Relations Committee Report.

2. Research Projects

Two research projects has been coordinated and approved in this period. Victor Dechelette thru the European Secretariat at INSEP has taken coordination.

The Projects are:

The financial feasibility, sustainability and profitability of University High Performance Centers within a tertiary institution environment

By Francois Kotze (SAF)

Training Center Facilities and Capabilities.

By Peter Davis PhD (USA) and Dale Henwood (CAN)

The results of those projects will be shared during the X Forum on Elite Sport in Durban.

3. Promotion of Continental meetings

Granada 2016 ASPC European Forum

<http://sportperformancecentres.org/news/european-forum-granada-2016>

<http://carsierranevada.com/forum-aspc-2016/>

4. ASPC Updates – three updates we circulated to the ASPC membership promoting the Association, the 2017 Forum and informing them of various activities within the Continents. Thanks to valuable Contribution of Tracy Lamb.

<http://sportperformancecentres.org/news/newsletter-aspc-update-summer-2017>

<http://sportperformancecentres.org/news/newsletter-aspc-update-winter-2016>

<http://sportperformancecentres.org/news/aspc-update-summer-newsletter>

5. Web page updated regularly

SPORTPERFORMANCECENTRES WEBSITE UPGRADE 2017

For the beginning of 2017 the website of the ASPC has been upgraded with the new following features.

1.- Website has been adapted after Puerto Rico to allow the Individual membership. That includes new forms and adaptations in payments platform.

2.- All forms for new members are fully on-line now and the secretariat received the inquiries for new membership thru an automated email. We experienced some difficulties in the beginning and has been restored and fully operational.

3.- New section of Jobs, include now a free post of jobs for the ASPC members.

It has not experienced much use of it, it may need to be better known by the membership.

6. Database Project

The Database project initiated for Puerto Rico with the valuable collaboration of IASI with Dr. Hartmut Sandner and Axel Axel Brüning from IAT, Leipzig, is now fully functional and available for the use of the members only, on the Centres Section of the Website under the world map.

Note: User and Password is required to visualize the advance search engine.



TRAINING CENTRES: ADVANCED SEARCHING

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▶ SPORTS	Select option(s)	▶ SPORT FACILITIES	Select option(s)
▶ SUPPORT SERVICES	Select option(s)	▶ SUITABLE FOR	Select option(s)

LOCATION	ENVIRONMENT
▶ CITY	▶ ALTITUDE
▶ CONTINENT	▶ AVERAGE TEMPERATURE
▶ COUNTRY	▶ AVERAGE HUMIDITY

▶ POSTAL ADDRESS

SELECT TYPE OF SEARCH

AND
 OR

Search

7. Logo update

After our General assembly of 2016 in Macolin an slightly retouched Logo has been approved and was updated in all sections of the webpage.



Even we are at the transition plan to a proper and definitive change during the X Forum in Durban.

With the following proposals:



Be ready for the next generation.

Due to some limitations, Social Networks is our pending Lesson right now and we expect to receive a new impulse with the valuable contribution of Brendon Goodenough and Jochem Schellens after our X Forum on Elite Sport event in Durban.

The Marketing Committee – (Ch: Josep Escoda) (Tracy Lamb, Jochem Schellens, Brendon Goodenough)