



INTERNATIONAL
CORRESPONDENCE CHESS
FEDERATION

ICCF Marketing Report



Russell Sherwood
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Marketing Report

Introduction

My first year within the Marketing role has been spent mainly researching and rebuilding the marketing function and offering and providing support to a number of new office holders within ICCF. The overall outcome of this is that the majority of projects are in progress, although with many due to deploy during Q3-Q4 2019.

Committee

The Marketing Committee was reformed during the year. For their input they are thanked, although the level of involvement is likely to increase significantly during 2019-2029

Committee Members

Russell Sherwood (WLS) (Chair), Gary Maguire (ENG), Ferry Lunek (NED), Jesus Osorio (PAN), Ivan Panitevsky (RUS) Herman Rosch (PAN), Henk Schulenberg (NED), Yosua Sitorus (INA), Win van Hugt (NED), Michael Millstone (USA), Eric Ruch (FRA)

If anyone would like to join this group please get in touch.

Partners & Sponsors

An ongoing activity is the renegotiation and formalisation and enhancement of our relationships with a number of current and potential partners. Whilst some success has been achieved in this area it remains the highest priority for the balance of 2019.

Game of the Day

Keen observers may have noticed that the Promotion Games Section of the website has started to be updated much more often. As almost all of the most high level games are not available for public viewing and high level Friendly matches often not showing games suitable for the public, a database of high-quality games has been crowd-sourced from our highest rated players (>2450). Whilst the annotated versions of these games are destined for the ICCF Magazine, these will be rotated with a number of games entering daily and remaining in view for 9 days. Players are encouraged to look over these high level matches and submit their own for review.

Social Media

ICCF-Official has been created on Facebook. During Congress this will be utilised to commence initially publishing two streams on the “Unofficial” ICCF Page (Following a review it was determined that utilising this venue rather than creating a new one will be a more viable approach)

- Game of the Day - Echoing the posts made on the website
- Discussion Topics - A large and wide ranging list of topics has been created to seed discussion. Whilst some of these may be slightly controversial, they tend to avoid “race to the bottom” topics such Draw rate and Dead-man’s Defence.

The aim of the project is to develop some positive discussion are ICCF and CC in general. In addition to this consideration will be given to widening the posting window to other venues.

Mailings

It is worth noting that a number of enhancements have been made to this area by the Services Team, which have proven useful to a number of officials during 2019. In particular the ability

Player Enhancements

A number of player enhancements are under development by the Services Team, these are expected to be available during the latter part of 2019, including:

Social Media Integration. This will allow players to post their games to social media and websites, which will be a significant innovation in aiding development of CC

Certificate availability. Players will be able to download representations of achieved Titles.

Recognition of Non-Title Achievements. It has been recognised that not all achievements results in titles, so a number of new achievements will be recognised on a player’s profile, for example the number of games played or the number of events directed.

Magazine

The lack of a global CC magazine (some local magazines do exist) has been a major omission on the CC landscape. Significant work has been undertaken, including securing contributors and a pool of annotated games. The publishing of this in electronic form has been delayed due to the requirement to build enough content for a number of editions prior to launching the first. First edition is planned to be available mid-September 2019. Upcoming subject matter includes:

960 Chess, Adjudication, Annotate Games, Improve your CC, Book Reviews, Problems, Interviews, Chess Vault, Postal Chess, Royal Chess, Thematic Events, Tournament Reports, What would X do? And many more!

It is worth noting the very positive response received from our players in collating annotated games, as many who were only able to offer plain games scores are very positive of this endeavour

Publications

A number of gaps exist in the CC publishing market which we will fill with a number of electronic publications. Initial planned editions are “Your first year in ICCF” and “Introduction to Engine use”, both to be published before the end of 2019. Consideration is also being given in updating the Visual Guide.

Champions League

I was pleased to support the Non-Title Tournament Commissioner in offering the Unattached players list. This function allowed over 60 players to find placements within various existing teams or create their own. It is worth noting that this became a significantly more time consuming task due to the implementation of GPDR

ICCF Vouchers

Federations are invited to note the availability of the ICCF Voucher as a method of reward for players. These may be utilised to pay for events and may be used multiple times.

Approved Photos

The level of player photos has increased during the last year. After an initial period the requirement that an actual photo of the player is required rather than an avatar seems to have settled with an acceptance rate of over 90% now being stable

ICCF Jubilee

I look forward to commencing work on some of the celebrations surrounding our upcoming jubilee following Congress. Specific plans will be included in the Workplan

Recruitment

A number of promotional activities are the development stage aimed at attempting to boost participation levels. These will be reviewed post Congress and added to the workplan.

Workplan 2019-2020

Soon after completion of Congress (by September 1st at the latest_ the Marketing Workplan for 2019-2021 will be published, a live link to this will be made available following Congress.