



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. All marketing materials were reviewed, updated and posted on the ASPC website. These included:

1. Marketing Action Plan – updated May 2012
http://www.forumelitesport.org/sites/default/files/ASPC_overview_and_marketing_action_plan.pdf
2. Materials for Continental Vice Presidents – overview of ASPC and power point presentation were updated, circulated and posted.
3. Promotion of Continental meetings
<http://www.forumelitesport.org/news/2012-aspc-europe-continental-forum-september-18th-20th-2012-d-coque-luxemburg>
<http://www.forumelitesport.org/news/2012-aspc-americas-continental-forum-october-18th-21st-2012-toronto-canada>
4. ASPC Updates – three updates we circulated to the ASPC membership promoting the Association, the 2013 Forum and informing them of various activities within the Continents.
<http://www.forumelitesport.org/news/aspc-update-newsletter-starts-general-assembly-sant-cugat>
<http://www.forumelitesport.org/news/aspc-update-newsletter-fall-2012>
<http://www.forumelitesport.org/news/aspc-update-newsletter-spring-2013>
5. Web page updated regularly
http://www.forumelitesport.org/sites/default/files/FORUMELITESPORT_NEW_WEBSITE_UPGRADE-2013.pdf

6. FORUMELITESPORT NEW WEBSITE UPGRADE 2013

For the beginning of 2013 the website of the ASPC has been upgraded with the new following features.

1.- New home page, with more space for news and forums 3 at a time now

<http://www.forumelitesport.org/>

2.- Translation to 65 languages thanks to implementation of Google Translator.

3.- Graphical recognition of the Fidelity Award of 5 Years of the members

<http://www.forumelitesport.org/centers/21>

4.- New Section of EXCHANGE Program updated for 2013 with a unified electronic form.

<http://www.forumelitesport.org/content/aspc-exchange-program-2012>

5.- New section of Jobs, with an enriched iFrame with more dynamic new opportunities for members.

<http://www.forumelitesport.org/content/globalsportsjobs>

In addition, since the 2011 Forum, the Association has officially change the name to ASPC and developed an "Identity Protocol and Branding Standards" guide for consistent use of the name and logo. The new name has been filed with Spanish registries.