

I was appointed by the board to this newly created post in April 2014.

The role of Commercial Director is to add some value to the Federation by increasing revenue in such areas as membership, advertising sales and developing the federation's products. Another function is to review fixed costs and overheads.

To identify opportunities and to establish business partnerships.

To improve the overall image of English chess by improving our communications culture. A better image will improve access to sponsorship or renewed government funding.

### **Communication and Image**

The official ECF forum

Following a long Board meeting on strategy it was decided to implement a new public communications policy with which to engage the membership.

Establishing this forum was one of my first duties, in retrospect some more consultation was required and the technical implementation could have been improved.

After internal testing by some directors and managers we went live on 23 June.

Two experienced moderators were appointed.

- Exclusive announcements have been posted on the forum.
- Policy documents have been uploaded for discussion.
- Directors have answered member's questions...

An ongoing project.

### **Twitter**

With Twitter we cropped the wide range of Twitter accounts held and at the same time unified the look and feel to be consistent with the ECF brand. The new social media manager has basically covered every world chess event, on probably, an hourly basis!

Many thanks to all the ECF people and to the chess public who kindly contributed to our Twitter feeds.

### **Website**

Working closely with the Webmaster, the site has been substantially reworked to address issues such as functionality and reliability. The membership database was migrated successfully to another ECF server.

By agreement many memory intensive items have been archived or deleted as appropriate. A new You Tube channel has been added to the front page.

Further enhancements are planned such as cloud hosting which will allow such things as live game broadcast.

This year saw an increase in seniors' chess events. I am pleased to say we managed to feature a number of these events on the front page of the website. Thanks to all the correspondents who provided content for the website.

The publicity officer post remains unfilled.

### **Advertising**

New advertisers have been introduced and rates have been increased by an average of 15%. A new advertiser is also providing chess content for "Chess Moves" as part of an advertising contract.

### **Membership benefits**

Discounts have been negotiated for chess themed cinema and theatre shows.

A 25% discount on the "ECF book of the year" shortlist is available to all members.

### **Sponsorship**

There are several ongoing sponsorship discussions.

One of which is with a national newspaper. Discussions have taken place with several household names. None of these have so far resulted in a successful conclusion. An agreement has been reached with a sponsor to support a 15 round ECF British Blitz championship during November in London.

May I take this opportunity to thank the social media team Phil M, Kay and Bill, and also Andrew at Battle