



WBFSH

WORLD BREEDING FEDERATION
FOR SPORT HORSES



2021 ANNUAL REPORT to the General Assembly

WBFSH DEPARTMENT OF Marketing, Promotion & Communications

By Ralph van Venrooij

INTRODUCTION:

In line with the implemented changed organizational structure, the Department of Marketing, Promotion and Communications was established at the beginning of 2021. This department is led by WBFSH Vice President Dr. Eva-Maria Broomer who represents this department on the WBFSH Board and Executive Board member Ralph van Venrooij.

OBJECTIVE:

The role of the Marketing Department is to support the key strategic objectives of the organisation as laid out in the Strategic Plan, particularly item 11: Raising the profile & gaining greater recognition of the WBFSH.

The objective of the marketing department is therefore to promote the WBFSH organisation among not only sport horse studbooks all over the world, but also among the 150,000 breeders of sport horses worldwide, and beyond that key industry stakeholders, riders and owners of sport horses. We want to increase recognition of breeders and breeding in the sport, communicate the passion, skill and knowledge of sport horse breeders, and enthusiasm for breeding among the wider equestrian community.

In 2021, the focus was mainly on the development of the marketing and promotion plan. Parts that have now been completed include the phase 1 development of a new state-of-the-art website with further development ongoing and the launch of phase 2, a custom-built CMS system delivering full editorial functions for our organisation, dedicates studbook login and services, enhanced breeder, studbooks and stallion rankings with user logins to build our global community.

Furthermore, we have increased the visibility of our organisation. For this purpose, the brand identity has been developed to offer a fresh and modern reflection of the WBFSH brand and values. This provides an upgrade of the look and feel of the WBFSH organisation and enhances brand recognition.

To enhance the WBFSH's presence at our key events, we had our own purpose designed stand at the World Championships for Young Dressage Horses in Verden. This enhanced awareness of our organisation and our values among breeders, riders and owners. The stand was well visited and, in addition to the interviews and press moments, a location where breeders, visitors and administrators could get together and network.



Alongside our physical presence, we have also generated an increase in social media activity and other virtual forms of engagement, such as the creation of a mailchimp account for updates and news. We will continue to grow our online audiences, from direct mail contacts to social media followers, in line with our website strategy.

A further ongoing matter is the cooperation with the sponsor agent, which is linked with the setting up of an extensive online webinar series in which a diversity of topics will be discussed that are important for studbook organizations as well as breeders and other interested parties. The purpose of the series is to provide a trusted source of information, an engaging and accessible space for discussion, and an opportunity to emphasise our important key messages relating to equine health and welfare and the important role breeding has to play in these areas.