**Marketing and web site**

This year we have built a new web site for Fireball International which aims to be a one stop shop. A number of the NCA’s have shut their sites and merged into the FI site. Each NCA has been given a login and instructions on how to post to the site. I am also happy to give one on one training via skype. To date only 3 of the NCA’s have been posting their information. It would be great if the others can get onto the site and post news, events and photos so the site has a true international representation.

On the FI site under the Admin tab I have written up some marketing ideas that could be implemented by local NCA’s to boost fleet numbers. Australia as noted above is trying the “Team Fireball” concept.

Communication is still a large problem with our class. Few of the NCA’s are making contact regarding marketing and publicity. Many don’t respond to emails and some I don’t have contact details for such as France, Germany and Belgium. I am happy to offer help with local marketing and fleet development but it still relies on local support and cooperation.

At a world level, Cormac Bradley has been working as the fleet’s publicity officer, getting articles published on a number of web sites and in magazines. Again lack of supply of information to try and get published is often the problem.

It has been suggested that we need a marketing person in Europe who is in contact with the European NCA’s and can coordinate both the collecting of information for articles as well as marketing on the ground level. If you know of a person who would be suited to this role please let us know.

After Slovenia the next main events are the 2014 Europeans in the Shetland Islands and the 2014 Worlds in Thailand. There are three pages on the FI website dedicated to the worlds in Thailand with more to follow. The Europeans will appear on the events page and we will publish information as it is supplied to us.

The 2015 worlds in Wales has been announced and Tim Saunders from the UK will be working with Cormac and myself to promote the event.

The 2016 world’s venue will be announced soon and once it is known we can use it to publicize the class.

It would be great to get some feedback from the smaller NCA’s as to the state of their fleets and what type of marketing and publicity would be beneficial. I expect that each region will have some specific needs as well as there being a common need.

In closing, we need each NCA to supply more information, in English and straight after their events. So we can use it to promote the class. We need each NCA to post onto the FI website. We need each NCA to promote their upcoming events on the FI website and we need each NCA to post photos onto the gallery on the FI web site. None of this is hard and doesn’t take a lot of time to do so we would appreciate your support.

**Ben Schulz**