

## Marketing & Communications Area Report - AGM 2020

### 1. Website:

[www.badmintonpanam.org](http://www.badmintonpanam.org)

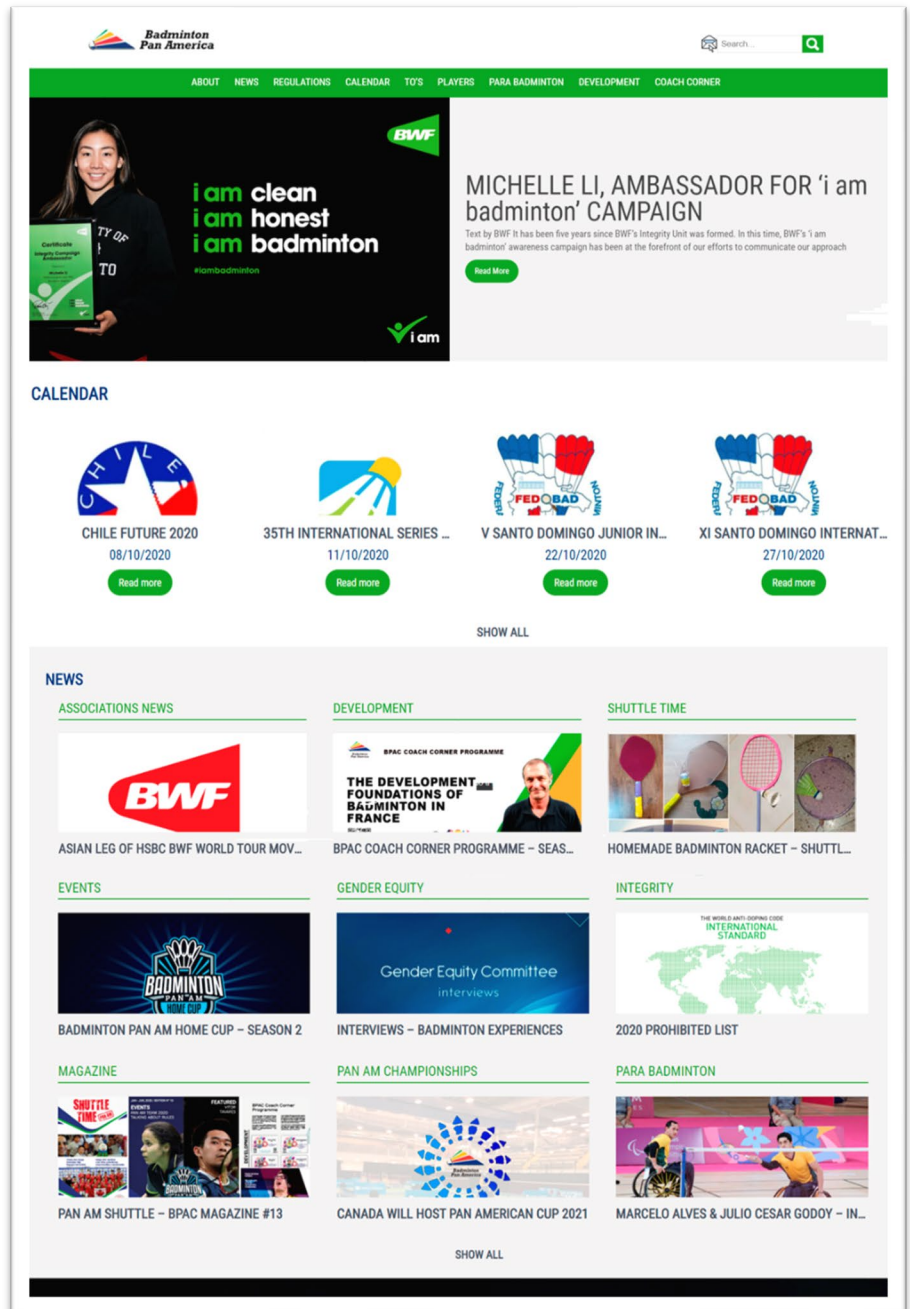
During 2019, BPAC website continued to provide information to all our visitors about the different activities involving Pan American and World Badminton.

Interviews, CC reports, Tournaments Calendar, BWF Notices, Development Activities, BPAC Notices, Regulations, MA's news and more, are some of the content that you can find in our Pan Am Website.

Also, for this unusual 2020, BPAC Website includes special articles about BWF Notices due COVID19, BPAC Memorandums and our new programs:

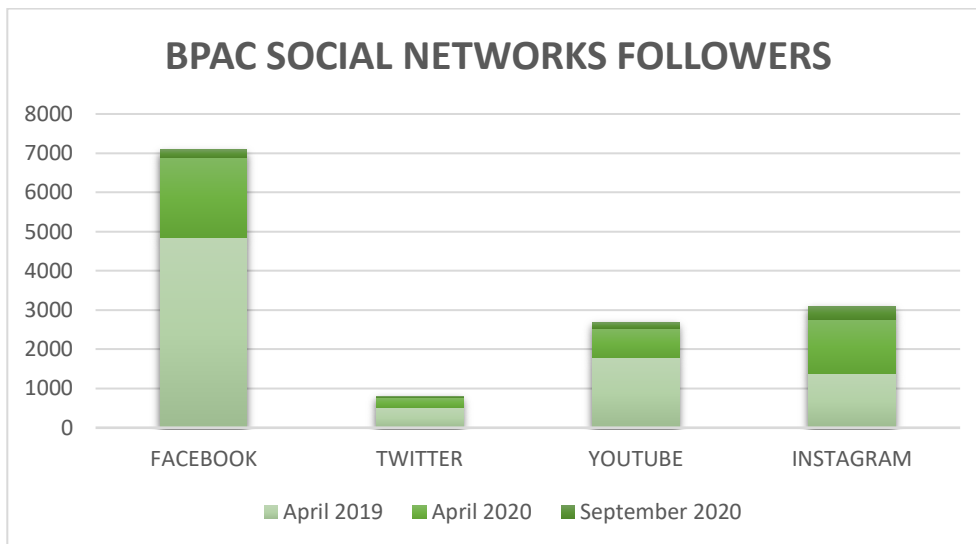
- 📄 BPAC Coach Corner Program
- 📄 BPAC Home Cup
- 📄 BPAC Sport Science Research Program

The number of visits to our website, during the last year, is 17K visits per month (average), and come from United States, Peru, China, Canada, Brazil, and Mexico mostly.



## 2. Social Networks:

BPAC Social Networks continue increasing in followers' number, but also allow our followers to be closer to our athletes, our sport, and our Confederation.



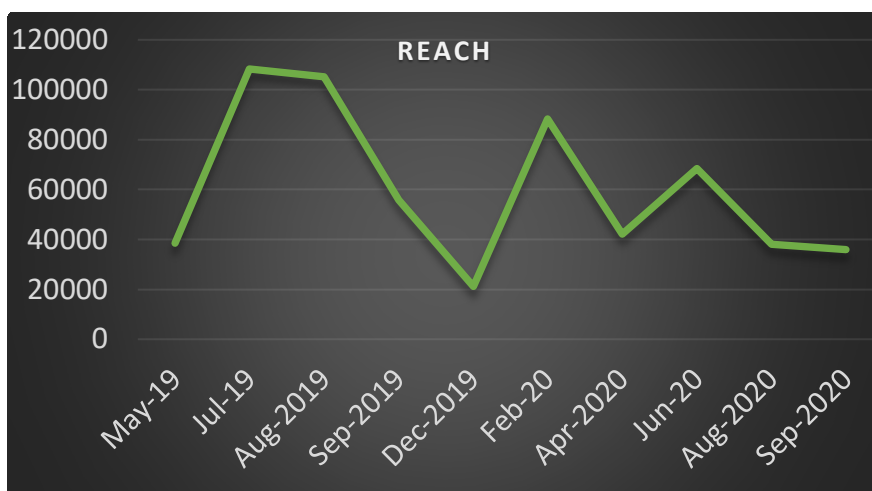
 **Facebook:** <https://www.facebook.com/badmintonpanamoficial>

Created in 2014, BPAC Facebook page is the main social network, with more than 7000 followers and 6500 likes.

In this social network we promote badminton-related activities in our region and all the articles we have in our website, fulfilling educational function.

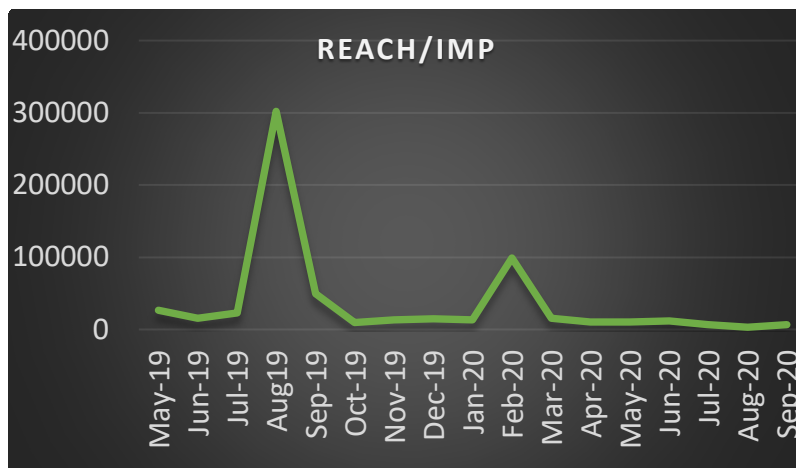
During the months that we carry out continental tournaments we reached more than 80K people who are mostly from Peru, Mexico, Brazil, India, Canada, Guatemala, etc.

Also, this 2020, we used our Facebook page for premiere the matches of the Badminton Pan Am Home Cup in the 2 seasons held in June and August.



 **Twitter:** <https://twitter.com/BadmintonPanAm>

With followers from other areas of the world, BPAC Twitter account allows us to make known the Pan Am badminton in Europe and Asia, where badminton is most popular. There we have followers from India and Malaysia but also from Peru, Mexico, Canada, United States, Argentina, among others.



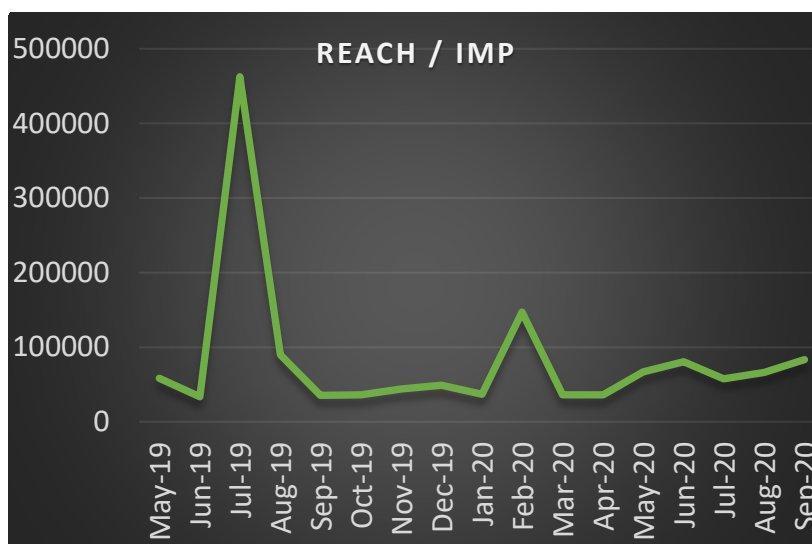
A total of 807 followers interact with our publications, helping nearly 300K people learn more about Pan American badminton during the Lima 2019 Pan American and Parapan American Games, and about 100K people during the last Badminton Pan Am Male & Female Cup 2020.

 **YouTube:** <https://www.youtube.com/panambadmintonvideos>

Used for live broadcast during the Pan Am Championships, our YouTube Channel provides us with a record of our tournaments and takes our sport to different audiences to get to know badminton and our activities.

During 2019 we streamed all our Continental Championships, including the Pan Am Junior 2019 held in Canada last July.

In 2020 we use our YouTube Channel to stream our Badminton Pan Am Male & Female Cup held in Brazil, and to premiere the Badminton Pan Am Home matches and publish the videos of BPAC Coach Corner and Talking About Rules programs.



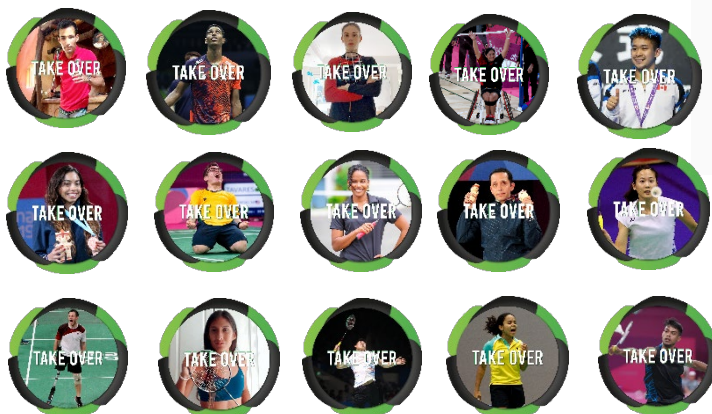
2680 accounts follow our YouTube Channel, and with our live broadcast we reached more than 400K persons (Pan Am Junior 2019) and 150K personas (BPAC M&F Cup 2020).

📌 Instagram: <https://www.instagram.com/badminton.panam/>

This is our fastest growing social network. BPAC joined Instagram at the beginning of 2018 to have a greater closeness to young people who interact with the images and videos.

Currently we have more than 3000 followers, mostly from Brazil, Peru, Mexico, Canada, and Colombia.

Here we have a Feed Design that as serve as a friendly and strong presentation in this social network. In addition, this year we are developing a strategy called “Takeover”, which consists of knowing more about the outstanding players in our region through our Stories in this social network. So, on Wednesdays a chosen player, prior coordination and providing a guide, tells us about his/her day using the stories of our official account. So many people know more about this player, receive badminton tips, and interact on our Instagram page.



### 3. Magazines

<https://es.calameo.com/accounts/4427944>



BPAC produces digital magazines to continue promoting the activities that take place in the region and that more people know about our confederation.

Currently we launched our 13<sup>th</sup> edition, with a new design that is more friendly and interactive, highlighting the activities we held during this 2020, and sending it to our stakeholders around the world.

A more formal but friendly format allows greater interest to review our magazine that not only has text, but also pictures and links to enjoy the videos of each of our programs.

### 4. Associations News

BPAC wants to continue sharing information of badminton activities around the world using our official's communication channels (mailing, website & social networks). These also includes articles about our Member Associations, filtered and edited for a global audience, so please share with us your news. Send an email to [communications@badmintonpanam.org](mailto:communications@badmintonpanam.org) to have your MA's news in BPAC Website.