



EFRA DEVELOPMENT PLAN 2020-2022

Welcome to the future



DEVELOPMENT PLAN

2020-2022

Welcome to the future

What are you talking about?

- A Plan for next 3 years to adapt and modernize EFRA to the current situation of RC competition
- A plan to attract new generations into RC
- A plan to bring EFRA into a new era of communication and image

What the goals are?

- Keep EFRA as a reference in competition of RC
- Leadership in image and communication of RC
- To bring RC car competition outside of RC scene
- KIDS. New generation



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How can we do that?

- With hard work in next 3 years. Changes normally don't like. Open mind.
- Involving everybody in this improvement. EFRA, federations, drivers and RC Industry.
- Development Plan is based in 5 projects

**Working Hard
Working Together
Working in Projects**



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5 PROJECTS

1. Leadership in image and communication in RC Competition in Europe
2. Leadership in organization of International Events in Europe
3. Improve EFRA economical resources
4. EFRA Internal Structures
5. Development of special program for kids:
KIDS DEVELOPMENT RACING PROGRAM



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1. Leadership in image and communication in RC Competition in Europe

Diffusion of RC of competition outside of the RC world. Being leader in terms of marketing, viewers, communication and image of RC in Europe and exporting this leadership outside of RC world

1.1 Event coverage

1.2 EFRA YouTube Channel

1.3 New ways of Social Media Communication

1.4 New Logo and EFRA Web Page

1.5 EFRA newsletter

1.6 EFRA Media Responsible (PR Officer) and Media Partner



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2. Leadership in organization of International Events in Europe

Goal in this project will be to improve our race structures, in terms of efficiency, working in coordination on International events with organizers, federations, Media Partner, EFRA and RC Industry, to provide best venues to our events

2.1 Venues of International events.

2.2 Human resources at International events

2.3 Opening and prizes ceremonies

2.4 Registration of drivers

2.5 Race formats. Ways to be attractive for drivers and fans

2.6 Definitions EC's – GP's – IR – Sponsored races.
Ways to work



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3. Improve EFRA economical resources

To get a successful Development Plan consist in to reach goals that we propose and to implement all improvements that we want to get. Obviously it needs to have economical resources to do it. Keep and improve current way of incomes, must come together with new ways, keeping our balance safe.

3.1 New procedure to get sponsors at International Events

3.2 Sponsor outside of RC Scence

3.3 TV Rights

3.4 Social media Incomes

3.5 Other ways. Marketing



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4. EFRA Internal Structures

Improve our efficiency in terms of time dedicated by our volunteer members, relation with federations which means improvements of communication and systems to be flexible and dynamics enough to find and/or to get fast decisions. It may require a revision of EFRA Constitution, rules and procedures in a deepest way

4.1 Internal communications and meetings

4.2 Working groups for important items

4.3 Committees (Disciplinary, Technical, Sport committees and others...)

4.4 Federations

4.5 Other points to consider



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5. Development of special program for kids:

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The idea in this project must be concentrated to approach kids, youth and upcoming generations to the Radio Control Cars, making this sport visible and accessible in all levels of racing. We have to work for them in a local level with race organizers, federations and to create coordination and cooperation with our marketing and image department to make visible RC cars to the youth people.

5.1 Media content dedicated specially for kids and youth

5.2 Events in public areas

5.3 Special time for kids in all European Championships. Local agreements

5.4 Program for supporting kids in WC and EC events

5.5 Other points to consider





EUROPEAN FEDERATION of RADIO OPERATED MODEL Automobiles



WorkTime

