



EUROPEAN FEDERATION
of RADIO OPERATED
MODEL Automobiles

BRCA
BRITISH RADIO CAR ASSOCIATION

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EFRA DEVELOPMENT PLAN
2020-2023

Welcome to the future



DEVELOPMENT PLAN 2020-2022

Welcome to the future

DEVELOPMENT PLAN 2020-2022

Welcome to the future

5. Development of special program for kids: KIDS DEVELOPMENT RACING PROGRAM

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 image 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

2019

res

ted

kids:
AM



DEVELOPMENT PLAN 2020-2023

Welcome to the future

How can we do that?

Making yearly goals

Working Groups



DEVELOPMENT PLAN

2020-2023

Welcome to the future

2021 GOALS

- 1. To finish and to publish the complete document of Development Plan**
- 2. To finish the new EFRA Logo and new image**
- 3. To develop a new procedure of live coverage to our events for 2022**
- 4. To finish and to develop ways of social media**
- 5. To finish 1.5 EFRA NEWSLETTER**



DEVELOPMENT PLAN

2020-2023

Welcome to the future

1. To finish and to publish the complete document of Development Plan

Goal to achieve is to finish and to put on paper the complete document of the Development Plan



To be ready for 2021 AGM





DEVELOPMENT PLAN

2020-2023

Welcome to the future

2021 GOALS

1. To finish and to publish the complete document of Development Plan
2. To finish the new EFRA Logo and new image
3. To develop a new procedure of live coverage to our events for 2022
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5. To finish 1.5 EFRA NEWSLETTER



DEVELOPMENT PLAN

2020-2022

Welcome to the future

2.To finish the new EFRA Logo and new image

Continue with working group to decide the new EFRA logo and new image with a document where we can fix rules about how to use logo, fonts and procedure

READY FOR AGM 2021



DEVELOPMENT PLAN

2020-2023

Welcome to the future

2021 GOALS

1. To finish and to publish the complete document of Development Plan
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3. To develop a new procedure of live coverage to our events for 2022
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5. To finish 1.5 EFRA NEWSLETTER



DEVELOPMENT PLAN

2020-2023

Welcome to the future

3. To develop a new procedure of live coverage to our events for 2022

At this point our goal will be to make a new way of live coverage, with clear vision in marketing area to be attractive for new fans and RC enthusiastic. Different TV formats where we create extra value for our Associate Members

Advertisement in Live coverage

Live show on final day

Increase viewers on Youtube Channel

New coverage will be ready for 2021 AGM to start in 2022



DEVELOPMENT PLAN

2020-2023

Welcome to the future

2021 GOALS

- 1. To finish and to publish the complete document of Development Plan**
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- 3. To develop a new procedure of live coverage to our events for 2022**
- 4. To finish and to develop ways of social media**
- 5. To finish 1.5 EFRA NEWSLETTER**



DEVELOPMENT PLAN

2020-2023

Welcome to the future

4. To finish and to develop ways of social media

To explore all social media where RC fans and RC community are present and to establish a fluence and periodic communication

Results to be measurable at 2021
AGM



DEVELOPMENT PLAN

2020-2023

Welcome to the future

2021 GOALS

- 1. To finish and to publish the complete document of Development Plan**
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- 3. To develop a new procedure of live coverage to our events for 2022**
- 4. To finish and to develop ways of social media**
- 5. To finish 1.5 EFRA NEWSLETTER**



DEVELOPMENT PLAN

2020-2023

Welcome to the future

5. To finish 1.5 EFRA NEWSLETTER

The idea in this goal is to CREATE an EFRA NEWSLETTER where every section can publish their news in a document to be send out to RC community. Also we will make the possibility to add new products and features from our Associate Members

Linked to our social media

One newsletter per month

Section news, Associate member news and EFRA GENERAL news

To be ready from May of 2021





EUROPEAN FEDERATION

of **RADIO OPERATED**
MODEL Automobiles

A word cloud of expressions for 'thank you' in various languages, centered on the background image of a model car engine. The most prominent words are 'thank you' in red, 'gracias' in green, and 'merci' in orange. Other visible words include:

- danke (German)
- спасибо (Russian)
- dziękuję (Polish)
- obrigado (Portuguese)
- sukriya (Indonesian)
- terima kasih (Indonesian)
- merci (French)
- gracias (Spanish)
- teşekkür ederim (Turkish)
- شكراً جزيلاً (Arabic)
- go raibh maith agat (Irish Gaelic)
- darigato (Cebuano)
- moichakkeram (Tamil)
- agat (Hindi)
- darigato (Cebuano)
- moichakkeram (Tamil)
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