

REUNIÓN VIRTUAL COMISION MERCADEO NORCECA
NORCECA MARKETING COMMISSION VIRTUAL MEETING

30 MARZO / **MARCH 30, 2022**

El día 30 del mes de marzo de 2022, a las 6:00 pm, de manera virtual, se llevó a cabo la Reunión de la Comisión de Mercadeo de la Confederación Norte, Centroamericana y del Caribe de Voleibol 2022. / **On March 30th, 2022, at 6:00 pm, a virtual meeting was held, for the 2022 North, Central American and Caribbean Volleyball Confederation Marketing Commission.**

1. Palabras de Bienvenida / **Welcoming Words**

Lic Carlos Beltran

Presidente de la Comisión / **Commission President**

El Dr. Carlos Beltran les da la bienvenida a todos a la reunión. El indica que mercadeo comienza desde momento mismo de una presentación, como se vende la persona durante la presentación. / **Dr. Carlos Beltran welcomes everyone to the meeting. He states marketing begins from the moment someone introduces themselves, as how they sell themselves with their introduction.**

2. Palabras de Bienvenida / **Welcoming Words**

Lic Cristobal Marte Hoffiz

Presidente NORCECA / **NORCECA President**

El Lic. Marte expresa que la comisión de mercadeo es una comisión bien compleja por la región en que se encuentren los países de NORCECA. Sin embargo, existen muchas oportunidades como se ha demostrado en República Dominicana, que a pesar de ser un país sub-desarrollado se ha logrado una estrategia de mercadeo increíble. Lo importante es tener un producto que se pueda mercadear y a la vez convertir en una marca. Es la oportunidad que tenemos con los eventos de Voleibol y Voleibol de Playa. / **Mr. Marte expresses the marketing commission is a very complex commission because of the region NORCECA countries are located. However, there are a lot of existent opportunities such as was the case with the Dominican Republic, which despite being an under developed country has accomplished an incredible marketing strategy. The most important thing is to have a product that can be marketed and converted into a brand. It is the opportunity we have with Volleyball and Beach Volleyball events.**

Personas ausentes / Absentees:

David Gentile

Nichole Solano

Thierry Stephen

Felix Sabio

3. Calendario Eventos 2022 / 2022 Events Calendar

Lic Carlos Beltran

Presidente de la Comision / *Commission President*

| | | | | | | Homepages | | | | | |
|--|------|----------------|---|---------------------|---------------------|---------------------------|------|------|------|------|------|
| 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| COMPETITION | | GENDER | HOST COUNTRY | START | END | | | | | | |
| U-19 Pan American Cup | | Boys | Guatemala | 21-May-2022 | 29-May-2022 | | | | | | |
| FIVB Volleyball Nations League | | Women | USA, Turkey, Brazil, Philippines, Canada, Russia | 31-May-2022 | 03-Jul-2022 | | | | | | |
| Norceca International League Final Four Qualification Tournament | | Men | Cuba | 1-Jun-2022 | 6-Jun-2022 | | | | | | |
| U-20 Pan American Cup | | Women | Mexico | 5-Jun-2022 | 13-Jun-2022 | | | | | | |
| FIVB Volleyball Nations League | | Men | Brazil, Canada, Philippines, Bulgaria, Japan, Russia | 7-Jun-2022 | 10-Jul-2022 | | | | | | |
| Norceca International League Final Four Qualification Tournament | | Women | Mexico | 15-Jun-2022 | 20-Jun-2022 | | | | | | |
| ECVA Senior Championship | | Men | Antigua & barbuda | 20 Jun./2022 | 27 Jun./2022 | | | | | | |
| XIX Bolivarian Sports Games Valledupar 2022 | | W&M | Valledupar, Colombia | June 24,2022 | July 5. 2022 | | | | | | |
| Norceca Pan American Cup Final Six | | Men | Mexico | 2-Jul-2022 | 11-Jul-2022 | | | | | | |
| U-18 CAZOVA Championship | | Girls | Cayman Islands | 3-Jul-2022 | 11-Jul-2022 | | | | | | |
| U-19 CAZOVA Championship | | Boys | Cayman Islands | 3-Jul-2022 | 11-Jul-2022 | | | | | | |
| FIVB Volleyball Nations League FINALS | | Women | TBD | 13-Jul-2022 | 17-Jul-2022 | | | | | | |
| U-18 Pan American Cup | | Girls | United States | 16-Jul-2022 | 24-Jul-2022 | | | | | | |
| FIVB Volleyball Nations League FINALS | | Men | TBD | 20-Jul-2022 | 24-Jul-2022 | | | | | | |
| FIVB Volleball Challenger Cup | | W&M | TBD | 27-Jul-2022 | 31-Jul-2022 | | | | | | |
| XV Pan-American Cup | | Men | Canada | 6-Aug-2022 | 14-Aug-2022 | | | | | | |
| U-20 CAZOVA Championship | | Women | Trinidad & Tobago | 7-Aug-2022 | 15-Aug-2022 | | | | | | |
| U-21 CAZOVA Championship | | Men | Trinidad & Tobago | 7-Aug-2022 | 15-Aug-2022 | | | | | | |
| XIX Pan-American Cup | | Women | Mexico | 19-Aug-2022 | 29-Aug-2022 | | | | | | |
| FIVB Volleyball World Championship | | Men | Russia | 26-Aug-2022 | 11-Sep-2022 | | | | | | |
| CAZOVA Senior Championship | | Women | SURINAME | AUG./2022 | AUG./2022 | | | | | | |
| U-13 Youth Festival | | G&B | Dominican Republic | AUG./2022 | AUG./2022 | | | | | | |
| Norceca Pan American Cup Final Six | | Women | Dominican Republic | 2-Sept-2022 | 11-Sept-2022 | | | | | | |
| U-21 Pan American Cup | | Men | Cuba | 18-Sept-2022 | 26-Sept-2022 | | | | | | |
| FIVB Volleyball World Championship | | Women | Polonia / Netherland | 23-Sep-2022 | 15-Oct-2022 | | | | | | |
| CAZOVA Senior Championship | | Men | SURINAME | SEPT./2022 | SEPT./2022 | | | | | | |
| U18 Central American Championship | | Girls | TBD | 9-Oct-2022 | 17-Oct-2022 | | | | | | |
| U19 Central American Championship | | Boys | TBD | 16-Oct-2022 | 24-Oct-2022 | | | | | | |
| U23 Central American Championship | | Women | TBD | 16-Oct-2022 | 24-Oct-2022 | | | | | | |
| U20 Central American Championship | | Women | TBD | 6-Nov-2022 | 14-Nov-2022 | | | | | | |
| U23 Central American Championship | | Men | TBD | 6-Nov-2022 | 14-Nov-2022 | | | | | | |
| U21 Central American Championship | | Men | TBD | 13-Nov-2022 | 21-Nov-2022 | | | | | | |
| ECVA Senior Championship | | Women | French St. Marteen | 21 Nov./2022 | 28 Nov./2022 | | | | | | |
| U-23 CAZOVA Championship | | Women | TBD | NOV./2022 | DEC./2022 | | | | | | |
| U-23 CAZOVA Championship | | Men | TBD | DEC./2022 | DEC./2022 | | | | | | |

| | Country / País | City / Ciudad | Airport Code | Date / Fechas | Terms and Conditions Terminos y Condiciones |
|---------------------------|--|-----------------------|--------------|----------------------|---|
| 1 | Mexico | Aguascalientes | AGU | April 21-25 | Español / English |
| 2 | Cuba | Varadero | HAV/VAR | May 5-9 | Español / English |
| 3 | Mexico | La Paz | LAP | June 30 - Jul 4 | Español / English |
| 4 | Belize | Belize | BZE | July 21-25 *(TBC) | Español / English |
| 5 | Dominican Rep. | Santo Domingo | SDQ | July 28- Ago 1 | Español / English |
| 6 | Dominican Rep. | Puerto Plata | POP | August 4-8 | Español / English |
| 7 | Canada | Canada | TBD | August 25-29 | Español / English |
| 8 | Dominican Rep. | Punta Cana, Dom. Rep. | PUJ | September 29, Oct. 3 | Español / English |
| 9 | Dominican Rep. | Hato Mayor | SDQ | November 3-7 | Español / English |
| OTHER BEACH EVENTS | | | | | |
| 1 | ECVA Senior Men & Women Beach Volleyball Tournament | | | St Lucia | August 25-29 |
| 2 | XIV U21 Central American Men & Women Championship Beach Volleyball | | | Panama | September 7-11 |
| 2 | XII Central American Men & Women Sports Games Volleyball | | | Guatemala | October 28-November 4 |

El Dr. Carlos Beltrán habla sobre el potencial que tienen los eventos de voleibol de playa. Si hubiera forma de transmitir estos eventos, esto sería una gran oportunidad de lograr auspiciadores que estén interesados en el aspecto playa. Se puede hablar con los países a celebrar estos eventos para preguntar si necesitan ayuda con el tema de mercadeo. / **Dr. Carlo Beltran speaks about the potential with Beach Volleyball events. If there was a way to transmit these events, this would be a great opportunity to obtain sponsors who are interested in the beach aspect. They can have talks with these countries who will be hosting beach events to see if they need help with marketing strategies.**

4. NORCECA TV

Lic Carlos Beltran

Presidente de la Comision / **Commission President**

El Dr. Beltrán indica que la idea de NORCECA TV surgió en 2016 para poder transmitir eventos por internet y también por television. Había un inconveniente y es que como NORCECA no tenía patrocinadores, este servicio solo estaba disponible por suscripción. / **Dr. Beltran indicates the idea for NORCECA TV arose in 2016 so that they may transmit events by internet as well as television. There was an inconvenience with this because NORCECA didn't have any sponsors, this service was only available through a subscription service.**

El Lic. Marte explica que el contrato que existía anteriormente con una empresa Mexicana no resultaba beneficiosa para NORCECA. Por esta razón decidieron rescindir el contrato hasta que haya una oferta más favorable para la Confederación. / **Mr. Marte explains that they previously had a contract with a mexican country but ot was not beneficial for NORCECA. For this reason, they decided to terminate the contract until there is a more favorable offer for the Confederation.**

Sin embargo, se les da la opción a Federaciones Nacionales a celebrar eventos a que vendan los derechos de transmisión de los eventos en sus países a estaciones de television local. La cuota del costo de mercadeo ya está incluido en las regulaciones para esos eventos. / **However, National Federations that host events are given the option to sell the transmission rights to these events to any interested local television stations. The marketing fee is already included in the event regulations.**

La Sra. Cinthia propone que cuando se vendan los derechos de los eventos para ser transmitidos, se les solicite a estas empresas productores que creen un resumen o extractos de los eventos que puedan ser distribuidos a otros países para ser transmitidos en sus redes o medios de comunicación locales. / **Mrs. Cinthia proposes that when they sell the transmission rights of these events, that the host country requests the producers companies to create a summary or extracts of these events to be distributed to other countries so these highlights may be transmitted in their social media or local media outlets.**

5. Auspiciadores Comprometidos / *Committed Sponsors*

Lic Carlos Beltran

Presidente de la Comision / *Commission President*



5. Estrategia de Mercadeo / *Marketing Strategy*

Lic Carlos Beltran

Presidente de la Comision / *Commission President*

Hay mucho espacio para lograr patrocinadores en NORCECA. No solo tiene que ser un beneficio en dinero, NORCECA tiene contratos con patrocinadores que intercambian uniformes, utilería deportiva a cambio de publicidad. Aunque por supuesto por el hecho de que NORCECA es una institución social con una causa social, habrá patrocinadores que podrán tener un impacto económico positivo. / ***There are a lot of opportunities for NORCECA to obtain sponsors. These do not have to only be sponsors who benefit in terms of money, NORCECA also has contracts with sponsors for uniforms, sports equipment in exchange for publicity. Although of course because NORCECA is an institution that has a social cause, there would be sponsors that would cause a positive financial impact.***

6. Analisis de Estrategia para Ayudar Organizadores de Eventos

Analysis on the Strategy to Help Host Organizers

Lic Carlos Beltran

Presidente de la Comision / *Commission President*

Hay que buscar la manera de apoyar países cedentes de eventos con su estrategia de mercadeo. Puede ser mediante su presencia virtual, puede ser que un representante de la comisión de mercadeo viaje a la Federación Nacional y brinde apoyo de manera presencial. El objetivo es que estos países no pierdan dinero en estos eventos. Hay que lograr que paso a paso los países vayan obteniendo beneficios económicos de los eventos que organizan. / ***They must find a way to help host countries with their marketing strategies. This could be done virtually or a member of the commission can travel to this country to offer help in person. The objective is to ensure these countries do not lose money in these events. We have to accomplish that step by step these countries obtain financial benefits when organizing these events.***

La Sra. Milagros Cabral habla sobre un posible patrocinador llamado Lancom que se ha puesto en contacto con ella y ha presentado su interés de entrar en negociaciones para eventos futuros en República Dominicana. Es una empresa que vende silicón de casa en Puerto Rico, México y Estados Unidos. / ***Mrs. Milagros Cabral talks about a possible sponsor called Lancom who has been in contact with her and expressed interest in opening up negotiations for future events to be held in Dominican Republic. This is a company that sells silicon for homes and is located in Puerto Rico, Mexico and United States.***

La Sra. Milagros será el contacto para organizar una reunión virtual a ver si se puede entrar en un acuerdo con ellos. / ***Mrs. Milagros will be the contact person and will attempt to set up a virtual meeting to see if we can come to an agreement with them.***

Aaron Pollard hace énfasis en que las Federaciones Nacionales no tienen personal entrenado para desarrollar estrategias de mercadeo. Él sugiere que se organice un programa de desarrollo para los ejecutivos de las Federaciones para que entiendan los fundamentos de mercadeo que le serán útiles en sus eventos para que aprendan a promocionar sus eventos de manera efectiva. / ***Mr. Aaron Pollard emphasizes the fact the National Federations do not have personnel trained to develop marketing strategies. He suggests creating a development program for executives at National Federations so that they understand the fundamentals of marketing which will be useful in their events so that they may host their events in an effective manner.***

El Lic. Marte le pide al Dr. Beltrán que busque una persona que sirva de instructor para que a través del centro de desarrollo se celebre un seminario donde se impartan los conocimientos básicos de mercadeo a las Federaciones Nacionales. / ***Mr. Marte asks Dr. Beltrán to find an instructor who alongside the development center can host a seminar where they teach National Federations basic marketing knowledge they need.***

La Lic. Carolina Rivas, presidenta de la Comisión de Prensa, habla sobre la diferencia entre transmisiones que sean por Facebook y otras redes sociales y otras transmisiones por televisión por cable. Existe lo que es mercadeo a nivel de la Confederación y luego está lo que son promociones a nivel nacional y de la zona. / ***Mrs. Carolina Rivas, president of the press commission talks about the difference between transmitting through Facebook and other social media and transmissions through cable television. There is one form of marketing which is at a Confederation level and then there are promotions at a national and zonal level.***

7. Oros Asuntos / ***Other Matters***

Lic Carlos Beltrán

Presidente de la Comisión / ***Commission President***

La Lic. Carolina Rivas presenta un informe sobre cómo las comisiones de prensa y mercadeo pueden y deben trabajar en conjunto para seguir promocionando y esparciendo el deporte a nivel mundial. / ***Mrs. Carolina Rivas presents a report on how the press and marketing commissions can and should work together to continue promoting the sport worldwide.***

Press Commission



March - 2022



PRESS COMMISSION PROPOSALS

Quick List

- Objective: joint efforts with Marketing Commission to create public relations and marketing strategies
- NORCECA TV: access to clips/highlights per match and tournament; include mentions of our social media accounts (during broadcasting)
- Court Layout: include a banner for social media
- Homologate graphics: website, court layout, social media (official banners, logos and flyers of the event)
- Boost our social media with advertising as a Confederation and for specific competitions that have the budget

8. Cierre de la Reunion / *Closing Remarks*

Lic Cristobal Marte Hoffiz

Presidente NORCECA / *NORCECA President*

Dr. Beltrán dice la reunión se llevó cabo con mucha armonía y fue muy productiva. / ***Dr. Beltran says the meeting was very harmonious and productive.***

El Lic. Cristóbal Marte le da las gracias a todos por su participación en la reunión. Les pide a todos mantenerse a salvo y en salud durante la pandemia. / ***Mr. Cristobal Marte also thanks everyone for their participation in this meeting. He asks everyone to please stay safe and healthy during the pandemic.***