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INTERNATIONAL FEDERATION OF **SPORT CLIMBING**
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IFSC CLIMBING EVENTS 2014: POSITIVE RESULTS FOR THE IFSC'S 2014 ONLINE IMPROVEMENT EFFORTS

In the run-up to the 2014 World Cup season, the IFSC put in place an array of online tools to ameliorate the web experience of sport climbing fans and strengthen our online community. Almost two months into the season, we are happy to announce a positive return that has distinctly improved the IFSC event experience!

The 2014 season was one of big changes for the IFSC, as we ramped up our online efforts and inaugurated some exciting new tools, from a revamped interactive event calendar to a reinforced social media presence.

A comprehensive interface for each event

The biggest change was in April, with the launch of dedicated event pages for each IFSC competition. A powerful interface, each event page hosts a preview and schedule of the event in addition to the start lists, a link to the event organizer's website, information for athletes, and photos and videos from previous competitions. After the event, results, written analysis, 2014 event replays and photos, and official press releases can all be found in one place.

These pages are the backbone and standout feature of our new, interactive calendar module on the homepage. A user-friendly, color-coded tool, the calendar that shows all IFSC World Cups, Paraclimbing Cups, Continental Youth Cups, World Championships, and select third party competitions for the entire year. Together, the event pages and calendar module make navigating the packed 2014 IFSC World Competition schedule a much easier and more enjoyable experience.

Engaging with the community online

The IFSC has also made a concerted effort to engage more with the online climbing community, notably by being more active on Facebook and Twitter, but also launching a Google+ page. Even in two short months, we have seen a marked improvement, gaining over 4,000 fans on Facebook during the month of May alone and doubling the engagement of our fans from previous months, for example.

"Building our base on social media is essential to the promotion of sport climbing to as many people as possible; it also means more qualitative feedback and dialogue with our fans about what we are doing and what they would like to see from us. Additionally, it gives us another outlet to support our national federation members' actions to encourage climbing in their countries", says Anne Fuynel, IFSC Director of Marketing & Communications.

Small changes for a big result

In addition to these two main areas of improvement, we have also integrated many smaller changes that work together to augment the competition experience for fans. Four new mobile applications for viewing live results in



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Boulder, Lead, Speed, and Youth competitions were released for 2014, with a clean interface for staying up to speed on any competition, anywhere. An RSS feed of our latest news posts makes it easy to follow all of the IFSC's developments with a blog reader, and we've reworked the appearance of our results service and our homepage to make finding overall rankings more intuitive.

All of us at the IFSC are committed to making the federation and sport climbing in general accessible to the public and a reflection of the vibrant fans who are at its heart!

FOR MORE INFORMATION

To request archive photos and footage, please contact the IFSC Media Relations Team:

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VIDEOS

YouTube: www.youtube.com/sportclimbing

PHOTOS

For a selection of photos available shortly after each event, please visit the Photo Gallery on www.ifsc-climbing.org

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