



World Federation of Athletic Training and Therapy

Marketing and Promotions Committee

The Marketing and Promotions Committee (MPC) is the communication arm of the WFATT. The committee is charged with managing the WFATT website and other social media communication tools including Facebook, Twitter, LinkedIn and Instagram. The committee highlights our members through our Member Spotlight feature on the website and coordinate our quarterly podcast. They promote the mandate of the WFATT and the profession of Athletic Training and Therapy through special events, including a leading role in our annual ATT Day.

Composition

- Up to nine (9) members respecting geographical representation are appointed to a three year term with an option for renewal for an additional three years.
- A Chair is appointed by the Executive Committee for four-years, renewable once.
- Recommendations for appointment as MPC members shall be made by the MPC for formal ratification by the Executive Committee.
- Submit a report to monthly Executive Committee meetings with updates and progress on conference planning. Will also report at the Annual Members' Meeting. They may be held in person, by telephone or electronically.
- At the discretion of Executive committee, the Chair shall be invited to participate in part or all of its formal meetings

This MPC will:

- Design, revise, and maintain the WFATT website
- Promote the activities of the WFATT on social media
- Recommend, promote and implement special events that will promote the mandate of the WFATT and the profession of Athletic Training and Therapy.

- Disseminate content generated by and for other committees and member organizations, including podcasts and webinars.
- Develop, organize and implement all aspects of the annual Athletic Training and Therapy Day.
- Work in cooperation with the Education and Research Committee (ERC), Academic Institutions Committee (AIC), International Development Committee (IDC) and World Congress Committee (WCC) to facilitate promotion of programs implemented by these committees.