



Election for FIP President 2018 Bulletin Five

Communication and Marketing

If I am going to be your President, you need to know more about my programme. We must improve communication with existing and potential exhibitors, and we must help with the development of philately. This is a role for the FIP. Our objectives say that we exist to promote stamp collecting and philately. Ask yourself, do we do this?

Estimates for collectors vary between 60 and 100 million worldwide, it's difficult to estimate since most collectors don't belong to philatelic organisations. There are a lot of collectors in the world, but only about 2500 exhibitors at international exhibitions. For an analysis of exhibits at FIP level, see [here](#). We are missing out on a huge audience, and we are hard to find.

Google for FIP, and this is what you get

- Feline Infectious Peritonitis
- FIP, radio musicale éclectique
- Fielding Independent Pitching (FIP)
- FIP - Federation of international Polo
- International Pharmaceutical Federation (FIP)
- FIP (Female Iron Pipe).

Even if people have heard of the FIP, they are not likely to find us on the Web. It's worse if you use country specific Google sites. In most cases FIP is on the third page, at best. We are not making much impact in the digital world. But we can make a start by improving communications, driving people to our website, and increasing our visibility.

How does FIP communicate at present?

There are three ways, each with its own problems.

Flash: It reaches relatively few people, it is infrequent, and is not suitable for either news or promotion. Print media are relatively expensive, although Flash is now also available in pdf format on line.

The FIP and associated Commission websites: The website has been refreshed, but still lacks functionality, it is updated infrequently, and is not visible to search engines. The Commission

websites vary in quality. Not all Commissions have websites. Some are good. Some are very out of date. All have different design standards and functionality.

Face to face at exhibitions: Mostly through seminars for exhibitors, and often available only at the show.

There is almost no proactive communication, and exhibitors are never contacted directly by the Board, nor is there any way to do this. FIP marketing is not just bad, it doesn't exist. There is none.

So, some questions again.

1. Why don't we have an FIP Exhibitors Club?

Simply, every exhibitor who enters for an FIP show, even if they are not accepted, joins a mailing list, and receives quarterly newsletters: It's not hard to think of content – and it's not expensive.

One of the most important jobs that the FIP does is to constantly update exhibiting standards and rules. Members of the Exhibitors Club could receive updates from the commissions, from the website, and have access to FIP seminars, recorded and provided free of charge, from the web.

Membership of the club should be free, and open to anyone who exhibits. Other exhibitors can register themselves online, and will receive the same newsletters as international exhibitors. We should build for the future, contact exhibitors at all levels, and support them with help, advice, and information.

2. Why do we still print FLASH?

I would abolish Flash: Flash is expensive, personality based, and is neither useful for information (it is always out of date), or debate. Replace the printed medium with constantly updated web pages.

3. Why don't we have a digital newsletter?

The newsletter could go to others. Dealers, Magazines (philatelic and non-philatelic), Museums, Libraries. You can think of more.

4. Why can't we improve the website?

The FIP website should be the go to location for all exhibitors and displayers, not just exhibitors at international events. It is not, partly because it's not marketed, and partly because it is not updated, but mainly because it is a very poor piece of work.

5. Why don't we work with the best traders and auction houses to build our web presence?

6. Why are the Commission Websites not part of the FIP website?

They could still be updated voluntarily, by the Commissions themselves. But they would be integral, and share the same look and feel as the main site. The FIP should be a one stop shop for exhibitors. The central point of communication for philately worldwide.

7. Why don't we list all exhibitions on the website?

Worldwide, at a national, regional, continental, and international level

8. Why isn't the FIP website the place to go for information on exhibiting at all levels?

9. Why are there no seminars and PowerPoint presentations on the website?

We should help to educate exhibitors of the future.

10. Why is there no FIP Marketing emailing list?

We need to develop mailing lists and promote exhibiting at all levels: With the website and the FIP Exhibitors Club, with the assistance of Continental and National Federations, we need to build a real mailing list of exhibitors worldwide, and promote exhibitions and exhibiting.

11. Why is no member of the Board responsible for Communications and the Website?

This is unbelievable, but true. Just look at the responsibilities of the Board on the website.

<http://www.f-i-p.ch/fip-organisation/board-of-directors/>

If I am elected President of the FIP, there will be a major change in communications and marketing. The Board will work with all involved in philately, and others, to make the FIP website effective. We will communicate with all exhibitors, at whatever level, to build support for, and to promote, our hobby. This responsibility will be given to one member of the Board, and we will ask for help from the trade, and from philatelists who are IT professionals.

With best wishes

Chris King

How can you help?

Make sure that your Federation votes for me.

- Share my mailers with your philatelic friends and contacts worldwide.
- Ask me to speak at a large exhibition.
- Volunteer to help me with translations
- See more at the Friends of the FIP website www.fotfip.online
- Link the Friends of the FIP website to others.
- If you want to know more about me, ask for my cv - Chris.king@postalhistory.net

75th Congress, Bangkok, 2nd December 2018.

Election of a President: Thailand 2018 - 28th November - 3rd December 2018.