



WBSC

WORLD
BASEBALL SOFTBALL
CONFEDERATION

Game Time!

WBSC Strategic Plan

2021- 2024



WBSC Strategic Planning

2021- 2024

**The WBSC will have eight Strategic Goals
for the period 2021-2024**

Eight Strategic Goals

Consolidation of Continental Associations and the WBSC Family

Become a Permanent Fixture on the Olympic Programme

Strengthen WBSC Governance and Leadership

Grow our Sport and Make it Relevant in People's Lives and in their Communities

Increase Worldwide Audience and Media Engagement

Event Excellence

Enhance WBSC's Reputation and Relationships

Secure a Comprehensive Global Marketing Strategy



Enhance WBSC's Reputation and Relationships

Objective:

Strengthen the WBSC's global standing and credibility, especially within the Olympic Movement



**Become a Permanent Fixture
on the Olympic Programme**

Objective:

To have Baseball, Softball and Baseball5 considered an essential sport for future Olympic Games and the WBSC regarded as a key federation within the Olympic Family



Strengthen WBSC Governance and Leadership

Objective:

Further develop and implement good governance, leadership, structures, practices and regulatory compliance



Consolidation of Continental Associations and the WBSC Family

Objective:

**Advance the organisational maturity of the WBSC
and its members**



Increase Worldwide Audience and Media Engagement

Objective:

Increase the level of fan engagement as well as relations with international media



Event Excellence

Objective:

**Consistently improve the quality of events
and their delivery**



**Grow our Sport and Make it Relevant in
People's Lives and in their Communities**

Objective:

**Global participation with increase in
player numbers and partnerships**



Secure a Comprehensive Global Marketing Strategy

Objective:

Increase the commercial relevance of the WBSC globally with a marketing strategy based on three pillars:

- Global sponsors**
- New markets such as the Americas, Middle East, and Europe.**
- New commercial assets and properties**