WBSC Strategic Plan

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
Objective:
Strengthen the WBSC's global standing and credibility, especially within the Olympic Movement
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.
Objective:
Further develop and implement good governance, leadership, structures, practices and regulatory compliance
Objective:
Advance the organisational maturity of the WBSC and its members
Objective:
Increase the level of fan engagement as well as relations with international media
Objective:
Consistently improve the quality of events and their delivery
Objective:
Global participation with increase in player numbers and partnerships

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