



## WBSC EUROPE WORKING PLAN 2019-2021

### From the Co Presidents:

Dear friends,

WBSC Europe has been established and the journey has begun. We need now to begin to put together the strategy of how we will conduct ourselves for the future development of Baseball and Softball throughout Europe and play our part in growing the sports globally.

We must define our role as the umbrella organization of Baseball and Softball in Europe towards the WBSC and our member Federations. Determine our main objectives as a collective Board from growing our numbers, promoting our sports and running tournaments.

We need to collectively brand our sports and communicate as a unified voice towards the WBSC and to our member federations including defining the specific roles of each Division and the communication channels they shall provide. The Brands **Baseball Europe** and **Softball Europe** must grow to become household names and be recognized by children and adults throughout Europe.

This document is a starting point for us to fill in the gaps and prepare ourselves for the hard work ahead of us. Once we decide that this is the direction and the framework from which we will proceed, the basis for a unified WBSC Europe will be set in motion. Everyone will work on their specific tasks and agendas and there is no doubt in our minds that the future will be brighter for Baseball and Softball in Europe.

Thank you for your support and time in helping build WBSC Europe.

Gabriel Waage  
ESF President  
WBSC Europe Co-President

Didier Seminet  
CEB President  
WBSC Europe Co-President



**Initial concepts:**

○ **Our Role in the relationship to WBSC**

*We shall be the voice and representative entity in dealings with the WBSC including supporting the Divisions requests for assistance in developmental areas and other matters that shall come up through the Divisions.*

○ **What is our role in the relationship to the Member Federations**

*In 2021 the Divisions shall conduct, under the WBSC Europe by laws, elections, in which they will elect their representatives who will continue to work in the development of the respective sports.*

*WBSC Europe will assist the Divisions in matters of development, marketing, governance, communications and other fields that will be necessary for the Division to conduct their business on a daily basis.*

○ **Specific roles for our Vice Presidents/Board Members**

*A draft structure is attached with the following breakdown of framework categories;*

*Events, Communications, Corporate Activities, Marketing, and MF Structural/governance development*

*Alongside that we also have three other categories:*

*Bidding & special projects, BB5 and Youth Programs (LL & PONY)*

○ **Initial Objectives connected to the above specific roles**

- *Preparing events that will promote our sports*
  - *Growing our numbers through the BB5 and Youth programs*
  - *Developing other concepts for this objective*
  - *Preparing a marketing strategy for promoting the brands throughout Europe*
  - *Assisting MF's in developing a solid governance packet for their respective governments and NOC's.*
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- **Communication Channels**

*WBSCE will communicate all issues based on the attached structures and any information regarding WBSCE will be so communicated through the Secretariat. Notification of Congresses, special meetings will be through the WBSCE.*

*The Divisions will communicate to their respective members in respect to specific development competition, and technical issues. This may also include issues on marketing and media until the full structure of the WBSCE takes control and works with the relevant persons in the Divisions for the specific events.*

- **Other issues**

*Until further preparation by the legal counsel on by laws and regulations , issues such as disciplinary, competition financials, and any other issues under the current ESF and CEB Statutes will continue to be dealt with by the specific divisions.*

*The Divisions will continue to work as they have , however, if an issue arises the Co Presidents may take point and bring an issue to the WBSCE Board for consultation and if so decided by the Co presidents , render a decision.*

- **Final points**

*As we are in the establishing phase the following points will be addressed by, Legal Counsel:*

*Registration of WBSCE – Secretary General and Treasurer*

*Statutes and bylaws – Legal Counsel including procedures as to how we run the congress.*

*Working plan including job descriptions, calendar, procedures for meetings including agendas, minutes and tasks.*

**Now to the Framework and Working Plan**

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## Co Presidents

*Didier Seminet & Gabriel Waage*

### **JOB DESCRIPTION**

- Overall supervision and control of the business and affairs of the WBSCE;
- Joint decision making on all issues of importance at their discretion
- Legal official representatives of the WBSCE;
- Authorize and sanction expenditures along with the Treasurer;
- Signs agreements, contracts in the name of the WBSCE when given authorization by the EB or the Congress;
- Ex- officio member of all Commissions and Committees with voting rights;
- Appoint heads of commissions and committees after EB approval;

### **Separation of duties:**

**Didier Seminet-** Responsible for WBSCE and International relations

**Gabriel Waage-** Responsible for the implementation of all administrative and structural organization planning and strategy.

### **WORKING PLAN**

- A. Conduct meetings with the WBSCE in order to begin full cooperation in important areas for the development of the sports in Europe.
  - B. Prepare the implementation of the full structural organization of the WBSCE based on the Organizational Chart
  - C. Set EB meetings, Commission meetings on the yearly calendar
  - D. Hands on interrelations with the Member Federations, their Presidents and Boards.
  - E. Perform tasks aimed at developing the WBSCE's vision and implementing the policies and procedures that allow that vision to be accomplished.
  - F. Review the performance of the WBSCE categories and working procedures
  - G. Conduct meetings with Member Federations NOC's
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## **Secretary General**

***Krunoslav Karin***

### **JOB DESCRIPTION**

- Job mostly based on the Statutes (art. 15.3) and cooperation with the Head of Corporate Activities
- Responsible for the functioning of the WBSCE from operational, correspondence, and statements;
- Interpret and enforce provisions of the WBSCE codes, rules, and regulations in cooperation with Legal Counsel

### **WORKING PLAN**

- A. Oversee the implementation of the framework and working plan.
- B. Establish along with the Treasurer and Legal Counsel the WBSCE bank account and registration in a EU country.
- C. Member of the Legal Commission

## **Treasurer**

***Eddy van Straelen***

### **JOB DESCRIPTION**

- Responsible for all financial matters and yearly balance;
- Providing guidance on financial matters
- Keeping the EB informed about its financial duties and responsibilities
- Responsible for Bank account
- Working directly with the Head of Corporate Activities
- Chair Financial Commission

### **WORKING PLAN**

**Financial commission** with responsibility for:

- A. Prepare annual Budgets
  - B. Earmarking funds income in cooperation with the EB
  - C. Responsible for outside Accounting services
  - D. Assisting in all financial issues within all departments/commissions
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## **Vice-President - EVENTS**

***Roderick Balk***

### **JOB DESCRIPTION**

- Head of WBSCE major Events
- Planning and managing WBSCE events including Super 6, and other International Events
- Liaison between WBSC and WBSCE on major events, sponsors, media, and suppliers
- Manage the events team in all aspects of running WBSCE Events.
- Responsible for all Technical and Competition issues of WBSCE Events including the preparations for all inspections, tournament assignments, development of competitions for all events and categories of baseball and softball;

### **WORKING PLAN**

#### **Event planning**

- A. Prepare along with Events team preliminary ideas and concepts of major events for the future growth of our "product".
- B. Establish and appoint the Events team.
- C. Develop and implement an effective resource planning process for the formation of major events including all financial aspects.
- D. Continue preparation for our next Super 6 Event.

## **Vice-President - COMMUNICATIONS**

***Marco Mannucci***

### **JOB DESCRIPTION**

- Responsible for managing and directing WBSCE's internal and external communications.
- Responsible for creating and launching press releases and marketing campaigns.
- Responsible for interviews in the media for top WBSCE officials
- Supervise public relations staff
- Create communication strategies

### **WORKING PLAN**

#### **Communications**

- A. Prepare a communications strategy and execute programs to deliver communications objectives throughout the organization.
  - B. Develop internal publications such as newsletters, releases, email announcements, planned publications, on-line, intranet, video, special projects and assignments.
  - C. Drive WBSCE strategy and message development, pitch and announcement strategies
  - D. Develop branding initiatives, internal communications and external media relations
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## **MARKETING**

*Rainer Husty*

### **JOB DESCRIPTION**

- Head of Marketing and Commercial activities.
- Evaluating and developing WBSCE marketing strategy and marketing plan.
- Planning, directing, and coordinating marketing efforts.
- Researching demand for our product.
- Create communication strategies
- Develop and implement commercial strategies according to WBSCE goals and objectives aiming to accelerate growth
- Conduct market research and analysis to create detailed business plans on commercial opportunities
- Build and maintain profitable partnerships with key stakeholders
- Assist in setting financial targets and budget development and monitoring
- Responsible for the development of WBSCE Website

## **WORKING PLAN**

### **Marketing & Commercial Activities**

- A. Prepare the WBSCE Marketing plan and strategy
  - B. Sponsorship and Fund Raising strategies
  - C. Working on sponsorships (i.e. name sponsoring for WBSCE ESF Tournaments & Events)
  - D. Working on WBSCE preferred suppliers
  - E. Prepare merchandising concepts for the WBSCE
  - F. Develop Media and PR Strategies with Communications
  - G. Responsible for website contents;
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## **Vice-President – BIDDING & SPECIAL PROJECTS**

***Petr Ditrich***

### **JOB DESCRIPTION**

- Responsible for the evaluation of bids to host WBSCE events
- Responsible along with the Events Team in preparing requirements for the different events.
- Responsible for the financial appendix along with the Treasurer for specific events.
- Responsible for special projects decided on by the EB.

### **WORKING PLAN**

#### **Bidding & Special Projects**

- A. Prepare document for bidding of events from Sport events, to Congresses and general meetings.
- B. Assist in all preparations with the Head of Events working plan and framework.
- C. Deals with special assignments requested by the Co Presidents or Secretary General
- D. Prepare conceptual plan for different projects in coordination with the different Heads of Departments/Commissions.

## **Vice-President – Baseball5**

***Youri Alkalay***

### **JOB DESCRIPTION**

- Responsible for BB5 development plans and programs in cooperation with WBSC to spread the game throughout Europe

### **WORKING PLAN**

#### **BB5**

- A. Research and develop BB5 programs and plans for the Member Federations
  - B. Preparation of programs and projects through EU funding and WBSC Development requests.
  - C. Establish Europe wide Euro leagues
  - D. Prepare marketing initiatives with the Marketing department
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## **Vice-President – Youth Programs Baseball and Softball**

***Kristian Palvia***

### **JOB DESCRIPTION**

- Responsible for development of Little League and PONY youth programs throughout Europe
- Liaison between WBSCE, Little League, PONY and Member Federations

### **WORKING PLAN**

#### **Youth Programs**

- A. Research and document all programs already available in Europe
- B. Preparation and creating LL &Pony programs throughout Europe.
- C. Assisting in creating LL &PONY events in Europe.

## **Vice-President – CORPORATE ACTIVITIES**

***Mette Nissen Jakobsen***

### **JOB DESCRIPTION**

- Responsible for helping to define, shape, and execute the WBSCE's agenda for joint ventures and other major strategic initiatives
- Responsible for HR issues when so directed by the EB
- Responsible for the Membership and Registration process
- Work directly with Co Presidents, Sec Gen and Treasurer to generate and/or drive broad ranging strategic initiatives, evaluate organic growth opportunities.
- Responsible for the implementation of the EB objectives based on all VP programs, plans and budgets by way of coordinating, assisting, consulting and tracking all work to be reported to the Co Presidents and the EB
- Coordinate between the Commissions along with the Secretary General

### **WORKING PLAN**

- A. Prepare task form for all task related issues
  - B. Develop a reporting system of all activities within the WBSCE and streamline of information
  - C. Provide input and advice along with the Secretary General on a quarterly timeline of all aspects regarding policies, procedures, and other issues.
  - D. Provide assistance to the EB to ensure adherence to quality standards, deadlines, and proper procedures, correcting errors or problems.
  - E. Assist in increasing efficiency within the framework of the ESF.
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## **MF STRUCTURAL/GOVERNANCE DEVELOPMENT**

*Legal Counsel*

### **JOB DESCRIPTION**

- Responsible for evaluations and development of MF structure and governance

### **WORKING PLAN**

#### **Structure/Governance development**

- A. Research and prepare full evaluation of WBSCE MF structure and governance capabilities
  - B. Preparation of programs to assist MF's in enriching their structure/governance to enhance ability to grow and become more favorable to their NOC's.
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### **Mandatory Commissions:**

#### **Anti-doping and Medical Commission**

Chair: **recommendation: Dr. Melanie Lavery**

- A. Prepare medical and anti-doping procedures that will conform with International standards
- B. Cooperation with the WBSC and WADA
  - a. List and define First Aid needs at European competitions according to well-known organizations such as Red Cross, etc.
  - b. Continue research on articles/publications about softball injuries, prevention on those, etc. If articles are interesting they can be bought and shared with member federations.
- C. Medical professional attend Congress if needed when commission formed and running.

#### **Financial Commission**

Chair: **Andrea Marcon**

- A. Responsible for the internal control of the finances and budget
- B. Establishes and defines budgetary and financial guidelines
- C. Advices the Executive Board on budgetary and financial issues.
- D. Prepare medical and anti-doping procedures that will conform with International standards
- E. Seek outside consulting services, including but not limited to investment advisors, subject to the supervision and approval of the EB.
- F. Reviews budget recommendations and reports on its activities and recommendations to every Board Meeting and every Congress.

#### **Legal Commission**

Chair: **Ami Baran**

- A. Prepare with the Legal Counsel and VP Corporate Activities, organizational structures to ensure unity and separation of duties and responsibilities within the legal framework of the WBSCE;
  - B. Present an assessment on the possibility of registering in an EU country
  - C. Overview of the WBSCE Statues, By Laws, Regulations with review group;
  - D. Preparing and editing the Statues for the 2020 and 2021 Congress;
  - E. Establishing a disciplinary committee including the preparation of a Disciplinary Code;
  - F. Establishing the Supreme Court who hears appeals of the disciplinary committee;
  - G. Draft of Disciplinary Code
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# WBSC EUROPE

**CO PRESIDENTS**  
Didier Seminet  
Gabriel Waage

**Legal Counsel**  
Ami Baran  
Lars Sundin

**Secretariat**  
Kristina Uroic  
Helena Novotna  
Francois Collet

**Secretary General**  
Krunoslav Karin

**Treasurer**  
Eddy Van Straelen

**Vice President**  
Roderick Balk

**Vice President**  
Marco Mannucci

**Vice President**  
Mette Nissen

**Vice President**  
Petr Ditrich

**Vice President**  
Youri Alkalay

**Vice President**  
Kristian Palvia

**EVENTS**  
Roderick Balk  
Head of Events

**COMMUNICATIONS**  
Marco Mannucci  
Head of Communications

**CORPORATE ACTIVITIES**  
Mette Nissen Jakobsen  
Head of Corporate Activities

**MARKETING**  
Rainer Husty  
Head of Marketing & Commercial Activities

**MF DEVELOPMENT or MF structural/governance development**  
Leagal Counsel

Logistics & Events manager

Competition & Teams services manager

Technology Coordinator

TV Digital manager

Communications, notifications & press releases

Corporate Activities & HR manager

Brand design coordinator

Reserch and Evaluation team

Competition & Anti doping manager

Technical & Competition manager

Intern coordinator

Technology manager

Events & VIP Services manager

Event coordinator

Finance coordinator

Marketing coordinator

Ethics

Marketing coordinator

Membership & registrations

Website manager

**Mandatory Commissions**

Financial Commission

Legal Commission

Anti Doping & Medical Commission