



**EDGF Board of Directors**  
**Virtual Meeting – Google Meet**  
**Monday, 13th of April 2026 19:00 – 21:00 CET**

**Present:**

Frank Hellstern (FH), Paul Francz (PF), Richard Kollar (RK), Tapani Aulu (TA), Bohdan Aleksieiev (BA)

**Absent:** Laura Heikkilä (LH)

- 1. Welcome**
- 2. Short Reports**

**To Do List from last meeting**

<b>What</b>	<b>Who</b>	<b>Until When</b>
Send Mail Bid Call EMDGC 2029	PF	done
Fix EMDGC event contract	PF	in progress
EDGF Member Census	PF	some open
National Championships Dates	PF	ongoing
Thoughts about BoD Commissions	All	next meeting
Social Media Account and Handling	BA	Bodyk

### **Frank (Relations, Strategy)**

- I was in contact with Doug Bjerkaas and Craig Sheater. There will be a meeting before the Team Worlds. It will be organized by the WFDF, the PDGA will join and maybe more. It will be about coordination of dates and cooperation of the big DG organizations. I got an invitation, but so far only to take part. Flight and say not included. I try to make them pay for it. I think it would be very valuable for us to be there and I think I will find a way.

Craig is the PDGA Int. Director in part time and stays with the WFDF for at least the rest of this election period (3 more years?). His focus will be on the rest of the world, but will watch Europe only very little.

He was at the last three PDGA Asia Tour Events. He is also involved in the process of the decisions to found the PDGA US.

- World Games Karlsruhe: First decision about participating events will be out soon. Flying Disc with Ultimate and Disc Golf are high ranked (No. 4 out of 32 events). Schlosspark in Karlsruhe would be a great venue. Beautiful view and ideal for TV pictures and also save for the spectators.

### **Laura (WFDF DG Committee)**

- nothing

### **Richard**

- WFDF Team Worlds: International meeting to be held during the event (disc golf forum). They invited 2 people from each participating country. Frank mentioned that they have invited us as well, but funds to be found (requested from PDGA) to join. IF PDGA or WFDF will not fund, we EDGF might look into our accounts (should not be a bigger deal).
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Looks like there will be two different meetings. There is no description or agenda yet. We will see. Frank will ask for more details and information.

Craig and Richard had some conversation. Still many issues to be solved for the event. Richard prepared a proposal (to be finalized) which then shall be submitted by Craig to the WFDF DG Committee. How to run such events in general (field, seed, timing, etc.). Also in view of European Team DG Championships (future).

### **Tapani**

- Inviting distinguished guests (VIPs) to the EDGC27. PF: to discuss and handle with Jussi. All communication should be made with the same letter head (official) containing all logos (event, LOC, EDGF, PDGA Europe). Opening Ceremony, Awards Ceremony. Honorary Consuls.

### **Bodyk**

- Right now, every time we have a new championship, the local organizing team usually creates new social media accounts. This means that every two years, we start from zero.

From an SMM perspective, this is a huge missed opportunity. Social media accounts grow in value over time. New accounts have weak engagement in the algorithms, and it becomes hard for fans, players, and media to find the official page because the name changes every time.

- Furthermore, the history of our championships becomes scattered across many dead pages.
- My proposal is to build one permanent social media ecosystem for all EDGF European Championships, instead of creating new event accounts for each host.
- EDGF should own the core accounts and the long-term brand, while local organizers receive temporary content and publishing roles for their event cycle. This gives continuity, protects the audience base, and makes each new championship stronger than the previous one.
- We should use one permanent championship brand, with stable account handles that do not include the year, city, or title sponsor. The sponsor and host city can appear in the display name, campaign visuals, and event-specific assets, but not in the core account identity.
- This means we stop starting from zero every two years. Instead, every edition adds followers, trust, media assets, and recognition to the same EDGF-owned platform. I believe this will help us build a much stronger digital presence for European Disc Golf.
- I suggest: maintaining one main official account for the European Championships and using it continuously.
- EDGF retains permanent ownership of the main account. Every two years, we simply update the display name, profile picture, and branding to match the new host country and the new title sponsor.
- We then give the new Local Organizing Committee (LOC) temporary admin access to run the page. Once their event is over, the access is revoked, but all the followers, engagement, and content history stay with EDGF.
- Another important point is how we handle our different divisions.
- Instead of creating completely separate accounts for each division, they should all live under this same main umbrella brand. We can organize them using specific hashtags and distinct visual design templates so the audience always knows which event they are looking at.
- The advantages of this model are very strong:
  1. The audience keeps growing every cycle instead of disappearing.
  2. The account builds deep trust with social media algorithms.
  3. It creates a single, central archive for all championship history, photos, videos, and results.
  4. And most importantly, a permanent, large account allows to offer much higher value to sponsors and partners.
- To make this work, we would just need to create a short 'Social Media Playbook' — a simple guideline document for future organizers on how to use the account.

**Paul**

- EMDGC 2027 finalizing the media plan. They are in contact with Dreamflight about the video coverage. Proposed the same amount of sponsoring (through the extra PDGA/EDGF sponsoring (incoming € 7500 in March 2027): €1'500 to €2'000).
- Preparing a paper called "Rating for All". More to read soon.

### 3. Today's Meeting Main Topics

#### EMDGC 2029 Bids

- Deadline: 30 April 2026. Interest from Sweden and Latvia.

#### EDGC 2029

- Review the two Swedish Bids and discuss pro/cons
- Additional infos from Boras (PF)
- Invite both candidates for an online meeting 45 minutes each before the next BoD meeting.

#### EDGC 2027

- Jussi emailed:  
I'm going to call together our event's Local Organizing Committee (LOC). Do you want to be in our first e-meeting and introduce yourself / EDGF? I have yet to set a time, but I'm aiming for late April - early May. Also, moving forward, do you / EDGF representative want to be in our meetings? I estimate that we will meet 3-4 times before the event.
- TA will be at the meeting, PF as well, but only the first meeting. All other details are handled directly between PF and Jussi (or others) occasionally.

#### WFDF Team Worlds 2026

- For the Team Worlds Craig told me that the organizers have the schedule for the teams more or less ready. They just wait for the final number of competing countries. They expect around 50 teams, but so far a lot haven't paid their fees. He might contact Richard when he is finalizing the schedule for the competitions (at least I tried my very best).
- **World Games 29 Karlsruhe**  
Late April the decision about the sports for the World Game will be made. The situation for Flying Disc (Ultimate/Disc Golf) is still good. On a list of all the 30 something disciplines we came in 4th place. Main problems were the chaos when Charlie left and Craig took over and the security problems with the course (spectators). For Karlsruhe the City seems to favor the Schlosspark in the Center of the City right at the Chateau. This would be beautiful and I think there would be good chances to design a beautiful, challenging and safe course. Besides that the PDGA will support the set up of a complete new course for permanent use. I'm in contact with the local club, someone from the OC and Craig and Doug about this.

#### 4. To do List until next BoD Meeting

What	Who	Until When
Finalize EMDGF event contract	PF	April
EMDGC 2029 Bid check submissions	PF	30.4.2026
Reply to Jussi about meetings and attendance	PF/FH	asap
Inform Sweden about EDGC 2027 selection	PF/FH	asap
Check with Jussi Communication Style (letter)	PF	asap
Open new Social Media accounts and FB / Insta	PF	asap
Social Media Playbook	PF	asap

#### 5. Discussion Various Topics

<https://www.facebook.com/EuropeanDiscGolfChampionships>

3.3K followers [https://www.instagram.com/edgc\\_2025](https://www.instagram.com/edgc_2025)

7.1K followers - <https://www.facebook.com/profile.php?id=61567033452071>

#### 6. Next Meeting Main Topics

- EDGC 2027 Selection (interview with Swedish LOCs 2x)

#### 7. Next Meeting

Monday, the **4th of May 2026**, 19:00 Berlin Time