

## **Nargiz Mahmudzada**

AIPS Europe – Action Plan (Since 2022)

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[www.aipseurope.media](http://www.aipseurope.media)



### **Introduction**

Since my election in 2022 as a Member of the Executive Committee of AIPS Europe, I have actively contributed to strengthening the organization's digital presence, communication strategy and brand visibility across Europe and beyond.

### **Key Achievements (2022 - Present)**

Development of the AIPS Europe Website - [www.aipseurope.media](http://www.aipseurope.media)

- Initiated and led the creation of the official AIPS Europe website
- Fully developed from scratch through custom coding and programming
- Built by a dedicated professional team from Azerbaijan
- No external contribution from other AIPS Europe bodies
- Personally supervised:
  - Content development
  - Structure and design direction
  - Ongoing updates and improvements

### **Digital Content & Communication Management**

- Creating, writing and managing content across all AIPS Europe platforms
- Ensuring consistency in messaging and editorial quality
- Strengthening communication within the sports journalism community
- Encouraging more active participation from member countries

### **Social Media Strategy & Growth**

- Managing and developing AIPS Europe's presence on:
  - Facebook /aipseurope
  - Instagram /aipseurope
  - Twitter (X) /aipseurope
  - LinkedIn /aipseurope
- Key contributions:
  - Regular content creation and publishing
  - Audience engagement and growth
  - Promotion of events, initiatives and news
  - Building a strong and consistent digital identity

### **YouTube Channel Development**

- Established and structured AIPS Europe's YouTube channel  
<https://www.youtube.com/@AIPSEurope>

- Developing video-based communication and storytelling
- Enhancing multimedia visibility

### **Brand Building & Visibility**

Strengthened AIPS Europe's brand recognition internationally

- Positioning digital platforms as key communication tools
- Increasing visibility of organizational activities

### **Personal Contribution & Commitment**

- Initiated and led major digital and strategic projects
- Worked with minimal external support
- Coordinated technical and content teams
- Maintained continuous hands-on involvement in all activities

All contributions have been carried out on a voluntary basis, without any financial compensation from AIPS Europe or any other organization.

### **Future Action Plan (Next Term 2026 - 2030)**

#### **Continuation & Development (Phase 2 / Phase 3)**

Further development of the website:

- New features and sections

#### **AI & Innovation Expansion**

- Expand the AI research platform into a leading hub within AIPS Europe
- Organize workshops, collaborations, and research initiatives

#### **Digital Growth Strategy**

- Increase engagement across social media platforms
- Introduce more interactive and campaign-driven content
- Expand video production and YouTube presence

#### **Brand & Collaboration Development**

- Strengthen AIPS Europe's global image
- Encourage more active participation from member countries
- Develop a unified communication strategy

Since 2022, my work has focused on building a strong digital and innovative foundation for AIPS Europe. In the next phase, I aim to expand these achievements, introduce new technologies and further strengthen the organization's international presence.

**Nargiz M Eldar**

First Vice-president of Azerbaijan  
Sports Journalists Association (AIJA)

[www.aija.az](http://www.aija.az)