

# Masters Committee Meeting Minute

Madrid, 20<sup>th</sup> July 2025

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## Present:

Rob Stull OLY, UIPM President — online

Nathalie DENOYÉS (FRA), Chairperson — online

Emanuele GAMBINI (ITA), Member

George HARROP-ALLIN OLY (RSA), Member

Andra NOVICKA (LAT), Member

Antonio Sanchez PARAJA (ESP), Member

## UIPM Staff:

Anfisa KASYANOVA, UIPM Education and Project Manager, Committee Coordinator (AK)

## AGENDA

1. Opening and Welcome – Chairman
2. Words from UIPM President and SG
3. Introduction of Commission Members – each other
4. Review of Commission Outcomes (2021-2024) and IOC Commission for Culture and Heritage – Chairman
5. New cycle key objectives – discussions among all to define
6. Ideas, Potential Projects, and Activities – suggestions from all members
7. Any Other Business

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## MINUTES

### 1. Welcome & opening remarks, Rob Stull

- Reflected on the success of the U17 World Championships.
- Positive outlook on RSA potentially hosting the 2026 Masters World Championships.
- Noted Sergey Bubka (IMGA President) presence at the Senior WCh and emphasized the need for Masters competitions to remain professional yet fun.
- Proposed to have online training and educational materials for Masters (esp. obstacles).
- Stressed the importance of building a Pentathlon Alumni Community.
- Clarified there is no need to wait for the 2026 UIPM Congress to have Masters Rules — rules for Masters if developed earlier, can be added to the rules package towards LA2028 this year..

### 2. Engagement strategy and innovation, Nathalie

Outlined a strategic framework to increase attractiveness and engagement:

- Accessibility: Modular competition formats, beginner discovery packs.
- Visibility: Social media presence, video testimonials, campaigns like “Never too late to become a pentathlete.”
- Community: Peer groups on digital platforms, master-friendly clubs, dedicated social/training events.
- Progression: Badge/diploma system, peer mentoring, recognition beyond results.
- Events: Combine competition with tourism, family-friendly experiences.

Concrete ideas:

- Host a discovery/training weekend for 35+
- Training camp for Masters with focus on Obstacles
- Launch challenges (running, strength, obstacle)
- Create a video portrait series
- Approach potential sponsors

### 3. Competition review and data, Anfisa

- Shared preliminary statistics from the first official obstacle test for Masters — 45% of participants did clean Obstacles course.
- Expressed satisfaction with the results; the foundation is now set for developing the rules.
- Stated athletes primarily need focused training moving forward.
- Further consideration is needed for female athletes aged 60+ and 70+ regarding appropriate obstacles.
- Emphasized the need for education, communication, and awareness-raising among masters.

### 4. Rules development and standards, Andrea

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- Suggested that the Masters category be treated more professionally and athletes to behave more professionally.
- Advocated for immediate drafting and streamlining of rules, not limited to obstacles—remove irrelevant sections and simplify.
- Proposed inclusion of Masters Committee members in the rules writing group.
- Provided suggestions for age-appropriate obstacles for older athletes.

## 5. Additional inputs & observations

### George:

- Agreed it's time to act and finalize rules promptly.
- Asked about the possibility of Mixed Country Relays.

### Antonio:

- Flagged an issue: athletes were penalized for incorrect attire (missing names), despite providing fencing equipment support to others. Suggested flexibility in enforcement where goodwill is shown.

### Emanuele:

- Thanked the organizers for well-run competitions in Madrid and all Committee members for the work they do for promoting pentathlon and its disciplines among masters. Agreed that from MC members countries should be more participants (Nathalie is a good example in France).

### Andra:

- Instagram reels are performing well and attracting new followers and engagement.

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## ACTION PLAN

Action Item	Responsible	Deadline	Notes
Decide on the host of UIPM 2026 MWCH	Anfisa, George	ASAP	Bid document from South Africa needed
Compile and publish obstacle test statistics	Anfisa	Aug 10, 2025	Use data to inform rule decisions
Consider to have another obstacle test for women 50+, 60+, 70+	Anfisa, UIPM Sport Department, Andrea	tbc	Location tbc
Draft first version of Masters Rules (George - Fencing, Antonio - Obstacles, Emanuele - Laser Run, Andra - Swimming, Nathalie - General Aspects, Anfisa reviews after)	MC members, Anfisa	Aug 25, 2025	Include age-specific provisions (e.g. 60+, 70+ women)
Make a decision on the main communication channels with Masters Community	MC members	Aug 31, 2025	WhatsApp Chat - should we change it to the channel? Facebook group - do we keep it? Instagram - what do we do in between events? Emailing - do we still need it?
Masters survey: update and distribute is again	Anfisa, MC members	Aug 31, 2025	To check the results
Share with Masters athletes online training/education materials for obstacles	Anfisa	Sep 15, 2025	Target new and older athletes
Create Masters engagement plan based on Nathalie's framework	Nathalie, Anfisa UIPM Communication Team	Sep 30, 2025	Includes video series, social media campaign, discovery events

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Plan a discovery/training weekend for 35+	Event subgroup	Oct 2025	Location tbd
Launch a Masters challenge (e.g., running, strength) in Instagram	Andra	Oct 1, 2025	To boost community and visibility
Finalize and propose Masters Rules to TC/ EB	Anfisa	Oct 10, 2025	Consider pilot in next Masters event
Plan the training camp for Masters athletes with focus on Obstacle preparations	MC members, Anfisa	Aug 15, 2025	Potential places: March 2026 - Druskininkai, South Africa before 2026 MWCH, etc
Seek potential sponsors for Masters campaign	Nathalie, UIPM Marketing	Nov 2025	Link to visibility and social reach