



# Joint Commissions Meeting

Lausanne, Switzerland

22-24 January, 2026

# JCM Provisional Programme



## Dates:

*Thursday 22 to Saturday 24 January 2026*



## Venues:

*Maison du Sport International (MSI) & Olympic Museum*



## Accommodation:

*Zleep Hotel, 39 Rue Centrale 1022 Chavannes-Prés-Renens Schweiz*

# KEY OBJECTIVES

- Define and secure agreement on key projects for the years 2026 (and 2027)
- Clarify strategic priorities
- Alignment between the Commission's projects and organisational goals
- Open dialogues across Commissions and the Executive Committee
- Knowledge sharing and networking

(Achieve measurable growth in)

- ❖ **Popularity of, and engagement with Rowing** through relevant events, content and platforms
- ❖ **Numbers of people rowing** in a boat or on a machine, participation, club affiliations & licenses across age groups
- ❖ **Reach, Image & Revenues Rowing**

Outcome

**Spectator attendance and fan engagement** at all WR events, across three disciplines

**TV, digital, social media viewership and engagement** with WR content/platforms

**Presence of WR in key global hubs** through events, permanent or recurring presence

**Revenues from diversified sources** through partnerships, investments and philanthropy, reinvested into the sport

**Three Rowing disciplines are Olympic**, thriving & generating increasing audience at Olympic Games

**A thriving Rowing eco-system** for all stakeholders, including institutional and private sector

**Accessible, innovative and forward-looking image** of WR and Rowing

**Direct engagement of WR with Rowing participants** through enhanced data, CRM & D2C platforms

**Sustained WR Development efforts; MFs + 5 Confederations actively growing Rowing globally**

**Optimized calendar and attractive events** across three disciplines, all year round

**Sustainability, good governance and ethics** at all levels of World Rowing

**Modern WR governance, organization, offices, processes and tools**

# **EXPECTED OUTCOME**

## **Align Projects with WR Strategic Framework**

*The World Rowing Community is encouraged to familiarise with the World Rowing Strategic Framework and shape their projects around it ahead of the JCM to then present and discuss with the Executive Committee for approval.*

# JCM meeting Programme

	<b>Thursday 22.01</b>	<b>Friday 23.01</b>	<b>Saturday 24.01</b>
Am	Arrivals and first meetings (commissions will have dedicated rooms/space and can organise their own meetings in these areas until 15:00)	8:00 – 12:30 Commissions meetings(MSI)  10:30 – 12:30 Coastal Workshop (All)	8:00 – 12:30 ExCo/Commissions (MSI)  9:00 – 12:30 Commissions meetings & workshops(MSI)
	<i>Lunch on your own</i>	<i>Lunch provided at MSI</i>	<i>Lunch provided at MSI</i>
Pm	15:30 – welcome coffee (Olympic Museum)  16:00 – 18:30 Opening Ceremony (Olympic museum)	13:30 – 18:30 ExCo/Commissions (MSI)  13:30 – 18:30 Commissions meetings & workshops(MSI)	14:30 – 15:30 Commissions meetings (MSI)  18:00 Awards Ceremony (Olympic Museum)
	<i>Dinner on your own</i>	<i>Party 18:30 – 21:45</i>	<i>Cocktail Dinner Olympic Museum</i>