Communication and Marketing Committee annual report 2018

The European Instructors Conference (Italy, October 2018) re-established World Watsu Week as a tool for promoting Watsu Worldwide. It was set for March annually to coincide with World Water Day.

The official WABA website (waba.pro) was presented at the October 2018 conference but has been not yet been published (August 2019). Communication between WABA and Instructors/Practitioners is going through the Registry website. The public has the access to information through the watsu.com website.

Communication and Marketing Committee members see publication of the waba.pro website (and an accompanying regular e-newsletter) as essential for spreading information about WABA and its work. This has the potential to add to the professional image of WABA alongside other similar professional organization.

There is an unofficial WABA Facebook page where the public and Instructors/Practitioners can share and exchange information. It is currently administered and moderated by Tomasz Zagorski. We suggest that this does not allow WABA to keep an easily accessed record of what is going on and that it also leaves out those who don't use this social-network.

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