



European Suzuki Association

MEDIA COMMITTEE (2026) Terms of Reference

Goal

Active management of the YouTube channel in maintaining a good digital presence, ensuring that both member contributions and the association's educational content have an appropriate, coherent, and well-managed platform.

Deliverables

Community Content Management

Continue receiving, curating and publishing videos submitted by our members (concerts, courses, events, etc.), ensuring that the YouTube channel remains a vibrant showcase of our community's work.

Multimedia Outreach Strategy

Develop and produce audiovisual resources aimed at promoting the Suzuki Method™. The goal is not the mass creation of content, but to provide quality tools that help communicate the values and benefits of the method to a wider audience.

Digital Support

Act as a consultative resource on media matters, advising the Board and other ESA areas on the management, formats, and distribution of multimedia materials.