

# 6th NBO Officers' Seminar



## Organizing a Championship



# 6th NBO Officers' Seminar

## ♥ ♥ Benefits

**Publicity for the country and the NBO**



# 6th NBO Officers' Seminar

## ♥ ♥ Benefits



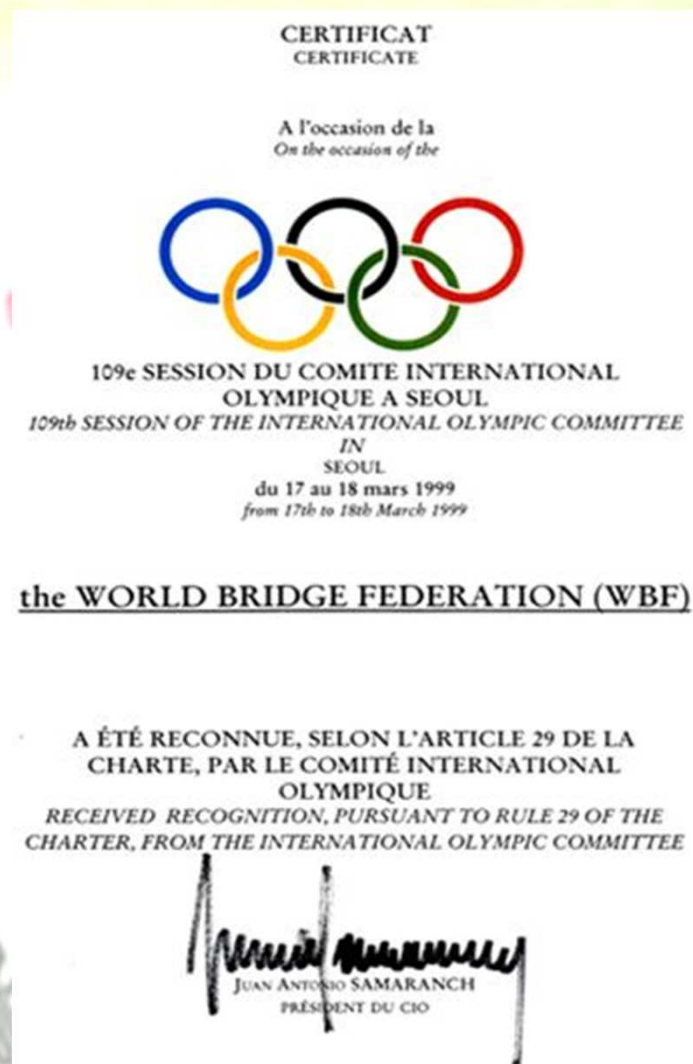
**Encouragement and motivation  
for the local players**



# 6th NBO Officers' Seminar

## ♥ ♥ Benefits

Promotion  
of bridge  
as an  
Olympic  
Sport

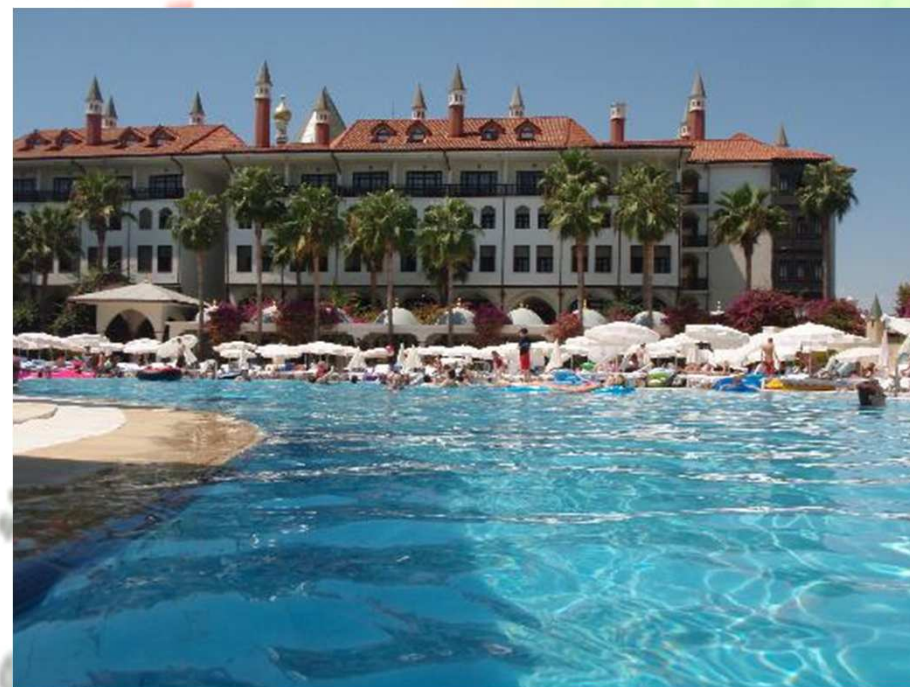




# 6th NBO Officers' Seminar

## ♥ ♥ **Benefits**

**Promotion of the country as an attractive  
touristic destination**





# 6th NBO Officers' Seminar

## ♥ ♥ **Step-1: Select event to apply for**

**Type of competition**

**Teams? Pairs? Combined?**

**Categories**

**Open? Youth? Mixed?**

**Number of Participants**

**12 tables? 300+ tables?**

# 6th NBO Officers' Seminar

## ♥ ♥ Step-2: Venue Selection

**Location**

**Attractive town (tourism)**

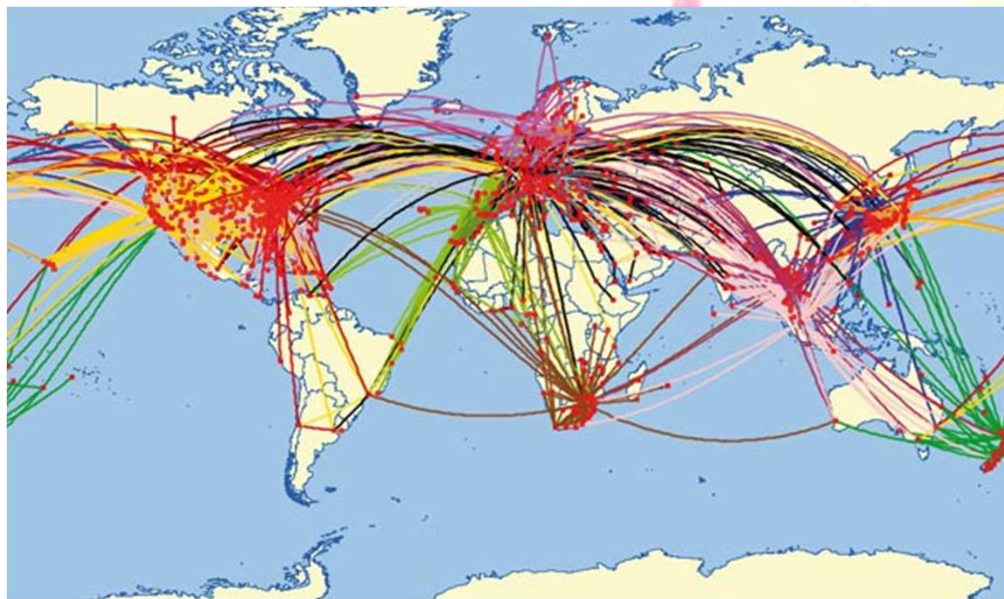


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## ♥ ♥ Step-2: Venue Selection

**Location**

**Ease of access (int'l airport)**



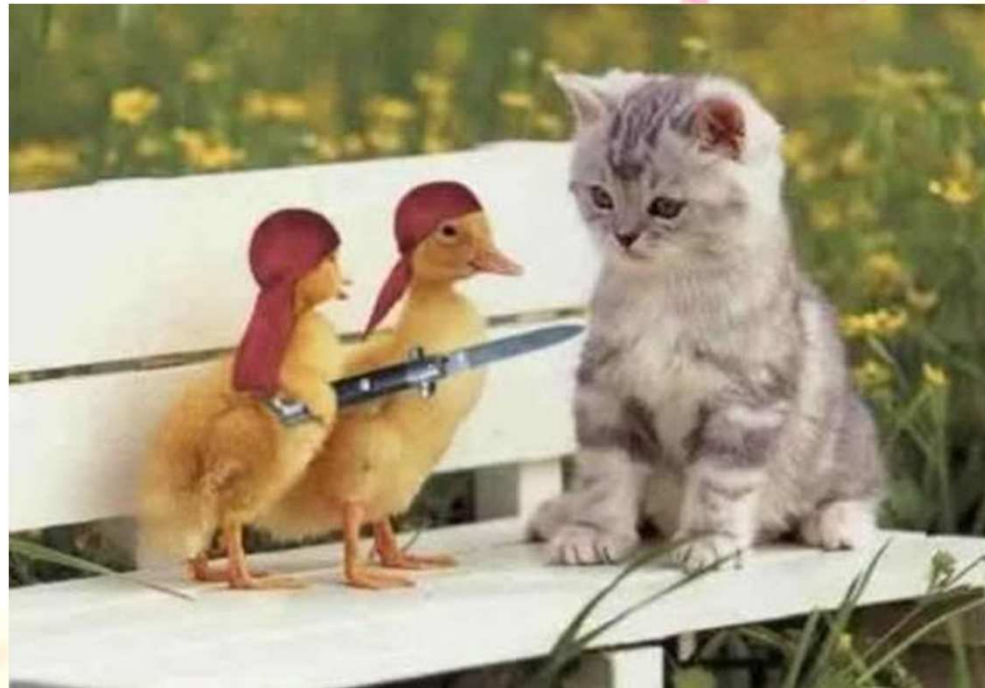


# 6th NBO Officers' Seminar

## ♥ ♥ Step-2: Venue Selection

**Location**

**Safety**



# 6th NBO Officers' Seminar

## ♥ ♥ Step-2: Venue Selection

**Costs for Participants**

**Travel (cheap flights available?)**



"He must be going economy!"

# 6th NBO Officers' Seminar

## ♥ Step-2: Venue Selection

♥ Costs for Participants

Cheap & Luxury Accommodation



# 6th NBO Officers' Seminar

## ♥ Step-2: Venue Selection

♥ Costs for Participants

International Food Available?



# 6th NBO Officers' Seminar

## ♥ Step-3: Organizational Costs

♥  
Sponsorships  
Private  
Government

It is essential  
to prepare a detailed  
"Sponsorship File"





# 6th NBO Officers' Seminar



## Step-3: Organizational Costs



### Expenses



**Staff (TD's, helpers, caddies, etc)**

**Ceremonies, cocktails**

**Services (Bulletin, transfers etc)**

**Equipment (TV, printers, internet etc)**

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## ♥ ♥ **Step-4: Publicity**

**International  
Websites**

**Emails, posters, ads in bulletins, etc**

**Local PR Work**

**Media (tv, radio, magazines)**

**Press conferences**

**Club meetings etc**



# 6th NBO Officers' Seminar

## ♥ ♥ Step-5: Local Staff

### Qualified Personnel

**A good On-Site Organizer, TD's, technical staff, Vugraph operators, translators etc**





# 6th NBO Officers' Seminar

## ♥ ♥ Step-5: Local Staff

### Volunteers

**Caddies, drivers, duplication machine operators, hospitality desk, etc**





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**Thank you &  
Good Luck !**



**Sevinç ATAY**