



6th NBO Officers' Seminar

Promotion and Development

Pim Vaders
Executive Member EBL



Introduction

♥ **Pim Vaders**

♥ **The Netherlands**

♥ **wwaders@planet.nl**





All over Europe the same...





... but all marketing is local

♥ Large countries

- + many potential bridge players**
- large distances**
- difficult to reach people**

♥ Small countries

- + small distances**
- less potential bridge players**



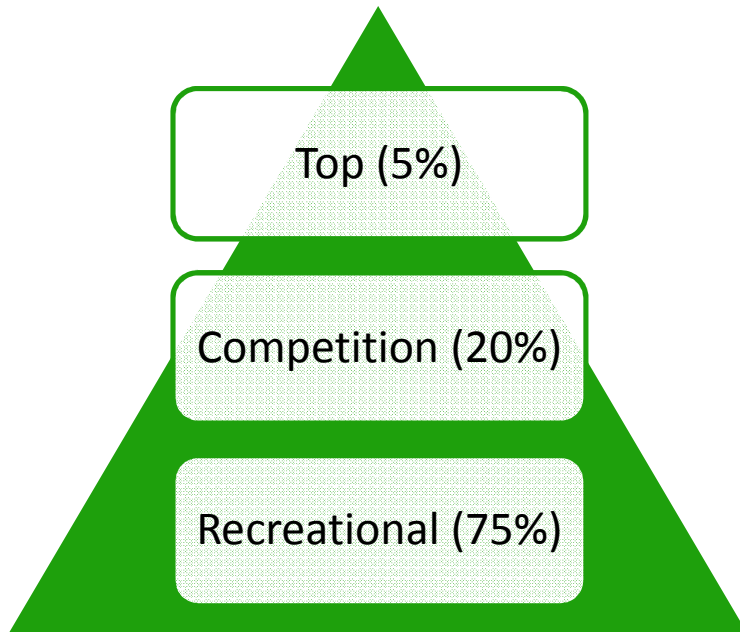
All marketing is local

LARGE FEDERATION	SMALL FEDERATION
> 3.000 members	< 3.000 members
Specific target groups	All potential bridge players
Develop new products	Effective use of existing products

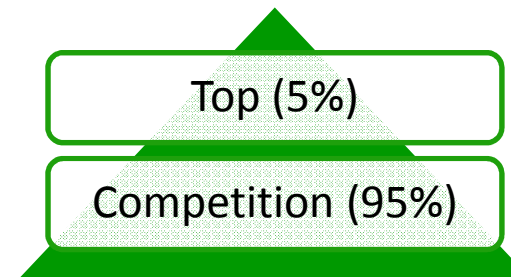


Quality meets quantity

Large Federation



Small Federation





Quality meets quantity

VOLUNTEERS





Visibility on club level

- **Webhosting**



Webhosting

The screenshot shows the NBB website interface. At the top, there are logos for 'NBB Portal', 'Nederlandse Bridge Bond', 'Bridge: fitness for the mind', 'Bridge- en Boekensite', and 'Mijn NBB'. Below these are navigation tabs: 'Clubinformatie >>', 'Eigen site >>', 'Competitie >>', 'District >>', 'Archief', 'Administratief >>', and 'NBB-site >>'. On the left, a sidebar menu is circled in red, containing: 'Laatste Nieuws', 'Laatste Nieuws', 'Algemeen', 'Clubfunctionarissen', 'Contact', 'Kader', 'Agenda 2011-2012 Vr', 'Agenda 2011-2012 Wo', 'Ledenlijst', 'Fotoalbum', 'Favoriet', 'Links', and 'Mailservice'. The main content area features a news item titled 'En de Bermuda Bowl!' dated 'dinsdag 1 november 2011', with a sub-header 'B.C. 't Onstein laatste nieuws'. Below this is a paragraph of text and a list of 'Bridgeclinics' for the week of 16 November to 14 maart.

- Contact details
- Results
- Personal page
- Link to regional site
- Link to national site



Visibility on club level

- **Webhosting**
- **Technical support**



Scoring System





Visibility on club level

- **Webhosting**
- **Technical support**
- **Administration**

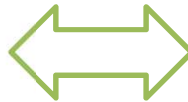


Administration

Club Administration



National Administration





Visibility on club level

- **Webhosting**
- **Technical support**
- **Administration**
- **Discount on materials**



Discount on materials



Nederlandsche
Bridge Bond

datum: UITSLAG IN WP:

wechtigt tussen: _____
 scoreschaak van: _____
 te heft: tabel _____ richting: _____
 de heft: tabel _____ richting: _____

nr	partij	contract	resultaat	score		verschil	wp
				wt	vt		
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							
17							
18							
19							
20							
21							
22							
23							
24							
25							
26							
27							
28							
29							
30							
31							
32							
33							
34							
35							
36							
37							
38							
39							
40							
41							
42							
43							
44							
45							
46							
47							
48							
49							
50							
51							
52							
53							
54							
55							
56							
57							
58							
59							
60							
61							
62							
63							
64							
65							
66							
67							
68							
69							
70							
71							
72							
73							
74							
75							
76							
77							
78							
79							
80							
81							
82							
83							
84							
85							
86							
87							
88							
89							
90							
91							
92							
93							
94							
95							
96							
97							
98							
99							
100							

uitgegeven: 1999-04-05



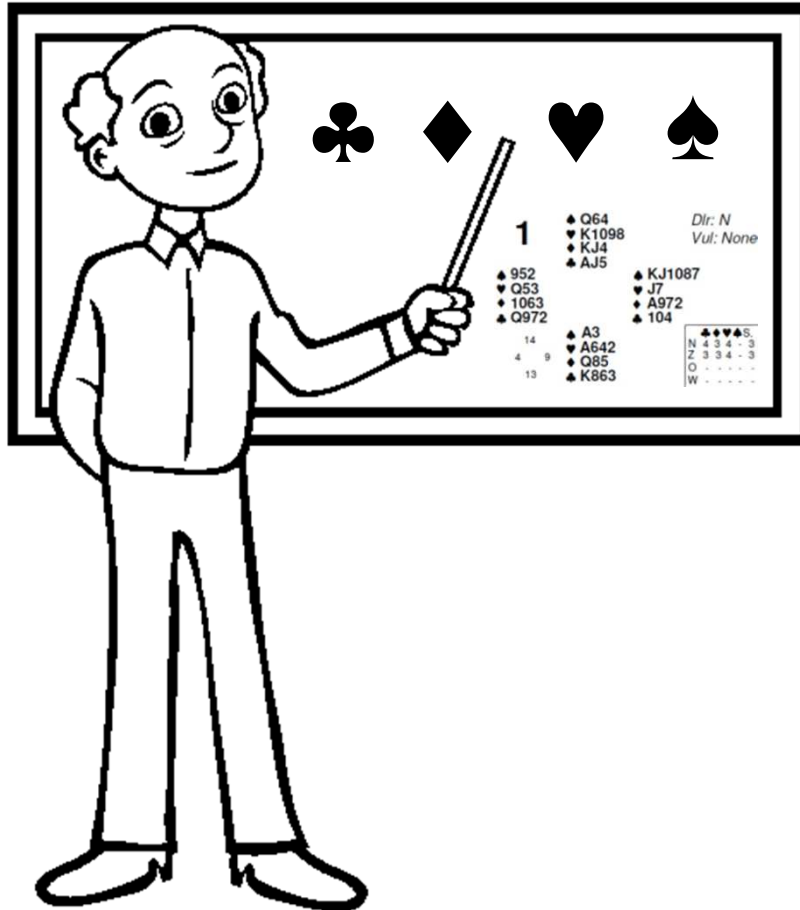


Visibility on club level

- **Webhosting**
- **Technical support**
- **Administration**
- **Reduction on materials**
- **Education**



Education



♥ **Tournament Directors**

♥ **Teachers**

♥ **Club Officials**



Visibility on club level

- **Webhosting**
- **Technical support**
- **Administration**
- **Reduction on materials**
- **Education**
- **Tournaments for clubs**



Visibility for the Individual player

- ♥ A bridge magazine
- ♥ National competitions
- ♥ Masterpoints





“Startersbridge”

♥ **Invited at the club**

♥ **Meet the members**

♥ **Enjoy ‘just playing’ the cards**

♥ **No bidding at first**





How to grow?

♥ Teachers:

- **No teachers, no new bridgers...**
- **Teach the teacher**



How to grow?

♥ Internet:

- **Internet Bridge Club**
- **Flexibility (whenever, wherever)**
- **Online Bridge lessons**
- **Reduces physical distances**





How to grow?



♥ Youth:

- Don't forget youth
- Best time to learn bridge: 16-25
- Promote at universities





What can we do for you?

♥ **Marketing plans**

♥ **Exchange programs**

♥ **Teaching teachers**





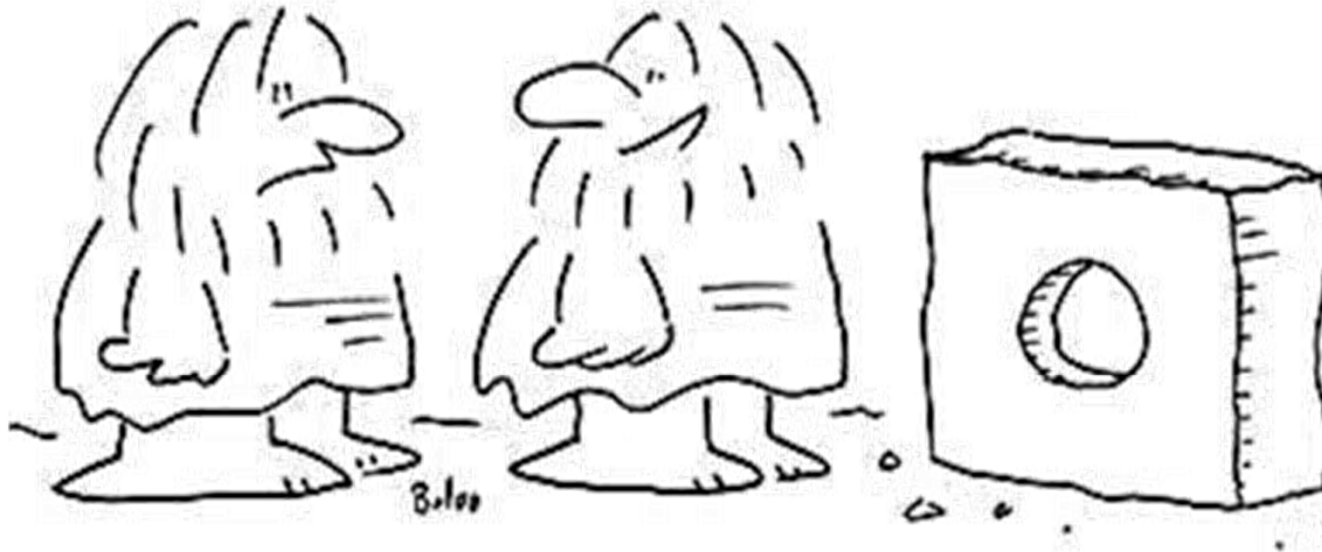
To discuss

- ♥ **Every federation should have a marketing plan.**
- ♥ **In order to grow you must have one.**



To discuss

♥ Don't reinvent the wheel...



"OH, NO -- THAT'S JUST THE
PROTOTYPE."