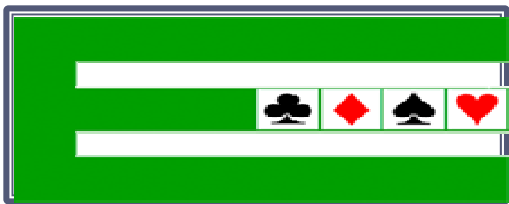


8th EBL NBO Officers' Seminar

EBL Rome January 2016 Promotion - Marketing

By Jafet Ólafsson Executive
Committee Member and President
of Iceland Bridge Federation



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What does **promotion** mean?

We are trying to raise customers awareness of a product or brand, trying to sell and create a brand loyalty- „the Bridge“

Promotion is one of the four basic elements of the market mix, most often called the four P,s:

- Price
- Product
- Promotion
- Place

In Bridge we have already most of three of those P's we have Price, Product and Place (where can I play Bridge?)



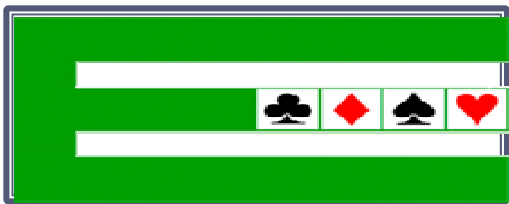
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So we have to emphasize on Promotion which simply means we have to market Bridge on the right way.

We can look at three things:

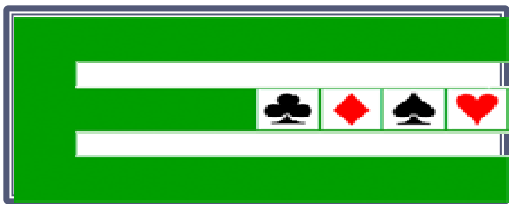
1. We have to make Bridge attractive to people.
2. We have to increase the demand for Bridge, we have already the supply – the market is in good balance when it is nearly the same supply as demand.
3. We have to make Bridge different to other products, for example chess.

So it is simple, let us make a super Promotional/marketing plan, could somebody say.



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- No it is not so simple, we are living in a rapid changing world.
- Thousands of things are attracting people and mostly young people where the consumption is highest.
- The Bridge world wants to attract more young people.
- We have to make them a „special offer“, making a good deal would the young people say.



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- There are many ways to promote people. Those methods to promote people we have using are changing rapidly just the last 10-15 years. Old methods are not working anymore.
- Lets look at the low fair airlines, how did they succeed to get 40% market share in 20 years, the answer is simple**The Internet!**
- Many NBO'S have used the the Internet in a very successful way and many webpages have an excellent design, information and are a good marketing tool.



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- „**Into the Future**“ one of our member Oryah Meir with Gila Ofir has written innovative ideas and also show successful implementation of it, in **Isreal**. I hope we can send you this documents.
- **The plan** is to target the small NBO'S who need the support and guidance from the „Big Brother“ the EBL
- **Prime goal:** To increase the number of registered Bridge players and to reach at least 1600 more players by January 2016 that is 10% increase for the small NBO's. and also for the coming three years by 10% each year.

Bridge gerir lífið skemmtilegra

Bridgefélög og klúbbar eru starfræktir um allt land – upplýsingar á bridge.is



Lanslið Íslands hefur náð langt á alþjóðlegum mótum, Norðurlandameistarar 2013 og aftur 2015

Ungir sem aldnir spila bridge



Árlegt alþjóðlegt stórmót
Icelandair Reykjavík
Bridgefestival fer fram
28.-31. janúar 2016,
skráning á bridge@bridge.is

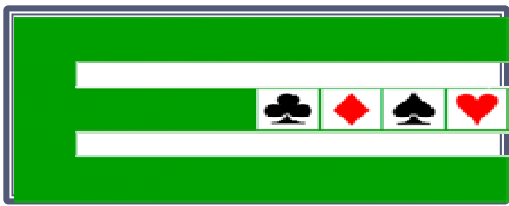
Eldri borgarar spila alla mánudaga
og fimmtudaga kl. 13.00-17.00
í Síðumúla 37.

Viltu læra bridge?

Bridgesambandið getur útvegað leiðbeinendur fyrir hópa, fyrirtæki og skóla. Guðmundur Páll starfrækir Bridgeskólann, þar geta þeir lært bridge sem eru að stíga sín fyrstu skref í bridge og einnig þeir sem vilja bæta við kunnáttu sína.

Námskeið í Bridgeskólanum hefst 25. janúar n.k. byrjendanámskeið átta kvöld. Framhaldsnámskeið hefst 27. janúar, fimm kvöld.

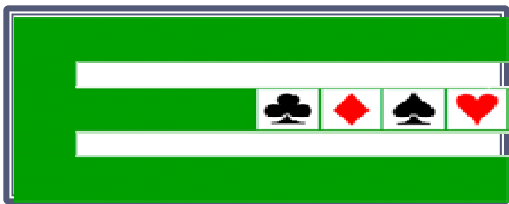
Allir undir 25 ára aldri fá frítt á byrjendanámskeið. Upplýsingar hjá Guðmundi Páli Arnarsyni í síma 8985427 eða á gparnarson@internet.is



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Marketing budget plan

- The budget for 2016 for EBL would be 50.000 euro, each NBO is obliged to finance at least one third of the total cost and would get two third in support.
- The assistance will be given according to „**first come first served**“
- Of course the financial support will only be given upon completion of necessary forms and reports.



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- The main purpose of this marketing/budget plan
 - Introducing the game of Bridge to newcomers.
 - A campaign designed to increase the number of NBO members.
 - Each NBO's is a local expert and has to create its own marketing plan.
- Do it Yourself, But remember, **You never walk ALONE**
- **EBL is behind you and will give you support**