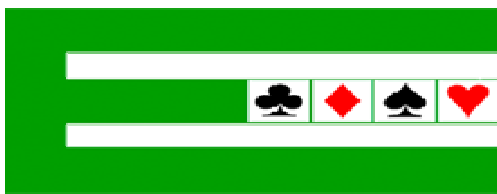


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A Case Study: Lazio Bridge Committee

By Simon Fellus



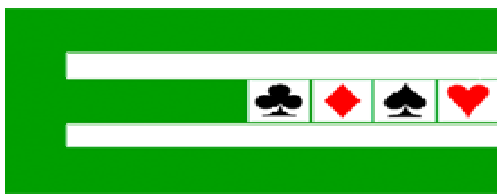
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Purpose

- Promotion of Bridge
- Injection of new blood

Scale of the Problem

- Crisis of the Bridge movement;
- Difficulties to attract new/young players;
- New initiatives to promote Bridge;
- €???



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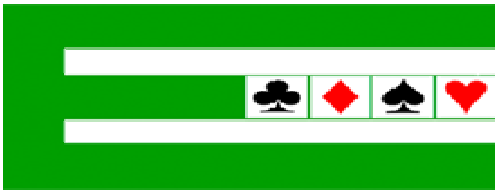
IDEA

Creation of a free course for under 35. But we needed source funds to support this initiative, without neglecting the needs of clubs and members. So, taking advantage of* the presence in our region of many top players, we introduced an advanced course, “The Champions Route”, with the goal of raising funds.



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- From June to October 2013, *16 Stars for 15 lessons*, in different venues*, taught and discussed technique - defense, bidding, double, interference - psychology and behavior. After the theory, we organised a short tournament, with prepared* boards, in order to put into practice the topics covered during the lessons.
- Costs: € 100 subscription, € 15 single lesson, € 5 tournament fee.
- Benito Garozzo, Lorenzo Lauria, Alfredo Versace, Fulvio Fantoni, Claudio Nunes, Ilaria Saccavini, Simonetta Paoluzi, Claudio Petroncini, Bernardo Biondo, Riccardo Vandoni, Mario Guarino, Guido Bonavoglia, Leonardo Cima, Valerio Giubilo, Riccardo Intonti and Massimo Ortensi.



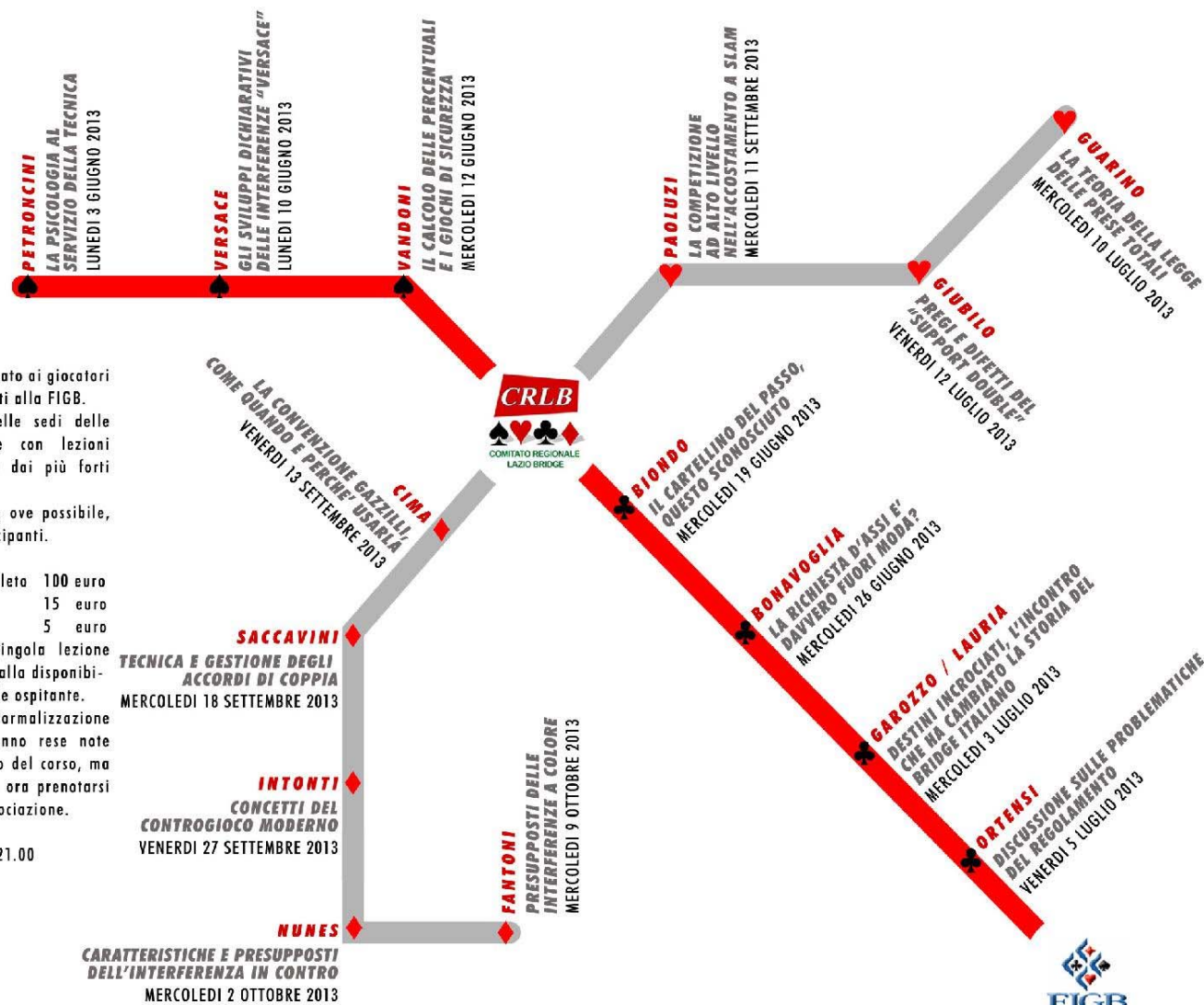
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il percorso dei campioni FERMATE AI TAVOLI

UNA INIZIATIVA DEL COMITATO REGIONALE LAZIO BRIDGE

Corso di bridge riservato ai giocatori regolarmente tesserati alla FIGB. 15 appuntamenti nelle sedi delle ASD della Regione con lezioni monografiche tenute dai più forti giocatori del Lazio. Alla lezione seguirà, ove possibile, un torneo tra i partecipanti. Costo:
 - abbonamento completo 100 euro
 - singola lezione 15 euro
 - iscrizione torneo 5 euro
 Le iscrizioni alla singola lezione saranno subordinate alla disponibilità di posti nella sede ospitante. Le regole per la formalizzazione delle iscrizioni saranno rese note insieme al calendario del corso, ma sarà possibile fin da ora prenotarsi presso la propria Associazione.

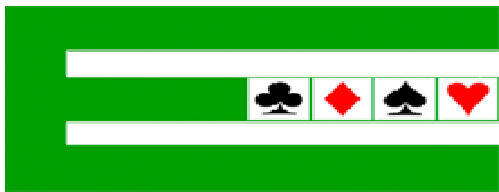
INIZIO LEZIONI ORE 21.00





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- It was a success: the revenue raised from membership fees to the lessons amounted to 10870 €, the costs to 2867.12 €. The profit was 8002.88 €.
- Production of the Flyer → 200€
Facebook: 1200€
Advertising*: delivery of Flyers in the clubs , universities, word of mouth
Recovery of ex school-bridge players (90's)
Choice of teacher and young tutors
Venues
Preparation of educational material



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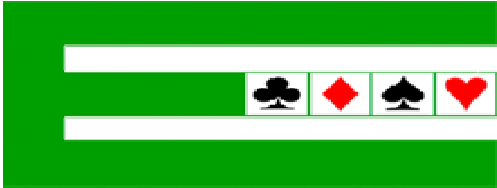
VOOI AVERE TUTTI GLI ONORI?

IL COMITATO REGIONALE BRIDGE LAZIO, CON IL PATROCINIO DEL CONI REGIONALE E DELLA FEDERAZIONE ITALIANA GIOCO BRIDGE PRESENTA IL PRIMO:

CORSO GRATUITO DI BRIDGE PER UNDER35

SEI INVITATO ALLA SERATA INAUGURALE!
27 MARZO 2014 - ORE 20.30 - BAR DEL TENNIS,
VIA DEI GLADIATORI 31

AL CORSO POTRANNO ACCEDERE TUTTI COLORO CHE AVRANNO FORMALIZZATO L'ISCRIZIONE ALLA MAIL DEL COMITATO REGIONALE FIGBLAZIO@VIRGILIO.IT O TRAMITE FACEBOOK "CORSO BRIDGE U35 GRATIS".



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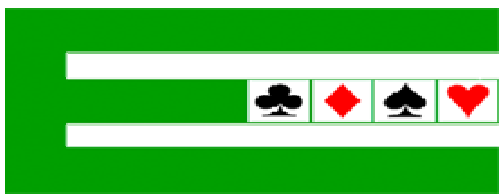


Simon Fellus – Rome, January 2016



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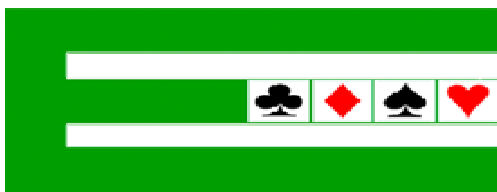
- The course co-ordinator was a federal teacher, who organized both the theory lessons as well as a practical stage involving play at the tables. Participants received handouts at the end of each lesson and a USB drive with all course materials at the end of the course. Those who have completed the trial then participated in a series of tournaments with individual classification, hosted by clubs in the capital city. The top five were awarded with scholarships.



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Numbers

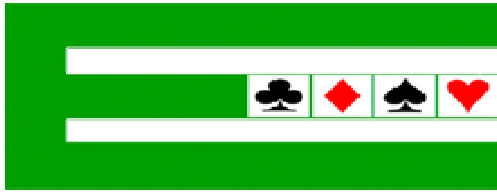
- 141 persons attended at least 1 lesson
- 97 students attended at least 4 lessons
- Average age: 26,7
- New members: 105 persons
- Average of students per lesson: 88,25
- After 2 years : 20-25 persons usually play in clubs



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Keys to success

- **Passion**
- **Volunteering**
- **Involvement of Stake-Holders**
- **€**



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Thanks a lot for your attention