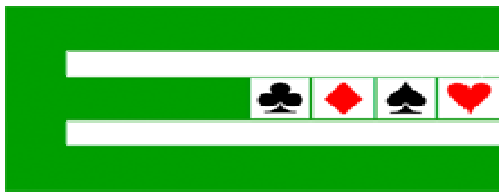


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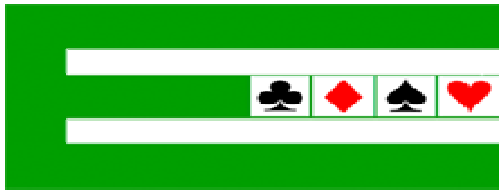
Results of the EBL Survey Communication

By Simon Fellus



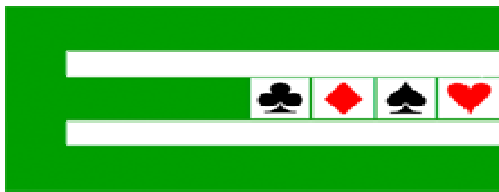
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- ▶ Numbers of the survey
- ▶ 38 countries replied
- ▶ Missing 8: **Bulgaria, Georgia, Greece, Lebanon, Monaco, Serbia, Slovenia, Russia**



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- ▶ Website - Do you maintain a website for your NBO?
- ▶ **Yes 37**
- ▶ **No 0**

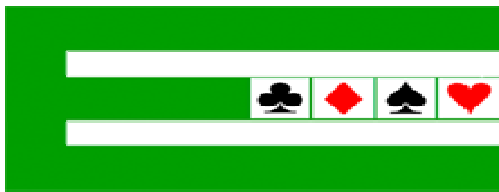


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▶ Facebook - Do you maintain a Facebook page for your NBO?

▶ Yes 22

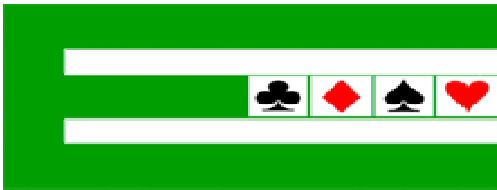
▶ No 15



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- ▶ Do you use any other element of social media? e/.g. Twitter
- ▶ **Yes 8**
- ▶ **No 29**

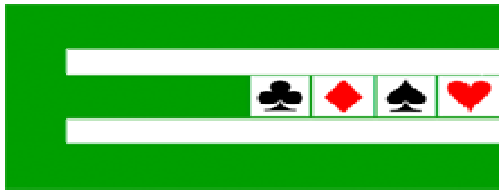
* Instagram



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- Communications within NBO - Do you use either of the following methods to communicate with your members and if so what proportion of the members do you reach?

	Yes	No	% of members reached
Email	33	4	60
S M S (Texts)	14	23	57



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▶ Do you produce any regular Newsletter / magazine / ezine (emailable magazine) for your members?

▶ No 14

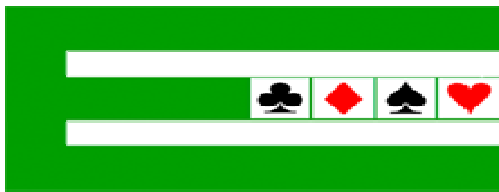
▶ Yes 23

* Monthly 6

* Bimonthly 3

* 4+ months 10

* Ezine 4**



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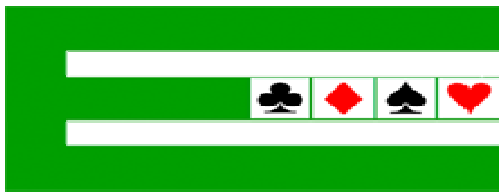
▶ Are there any other independent bridge publications produced within your country?

▶ **No 23**

▶ **Yes 14**

- Usually bi-monthly magazine

- Rarely monthly



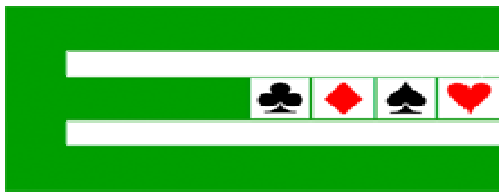
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- ▶ External communication – Do you have any bridge journalists writing columns for national or regional newspapers/journals in your country?

▶ Yes 16

▶ No 21

* *Full list with e-mail address*



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▶ Does bridge receive or has it ever received any coverage in any other medium e.g. radio, television?

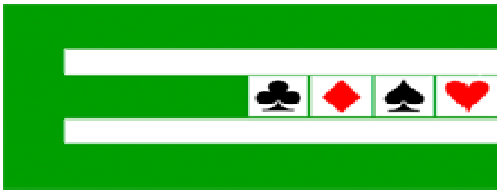
▶ Yes 24

▶ No 13

* *Rare publications in press*

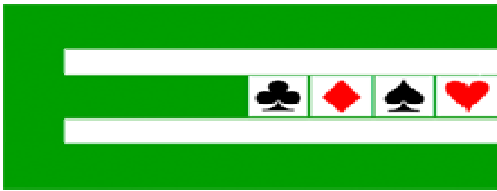
* *Often during and after big events TV*

* *Radio sometimes*



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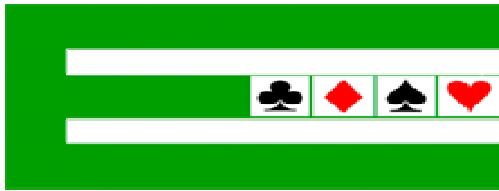
- ▶ Remarks
- ▶ What we can do?
- ▶ Share info
- ▶ Experience
- ▶ Help each other



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- ▶ Website: Competitions Calendar - News section for NBOs (What do you want?)
- ▶ List updated of suspended players (NBOs)
- ▶ What I need: Logo, Tourism office, Hotels , Restaurants

*Youth: they need FUN (CRAIC)



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Thanks for the attention