

7th EBL NBO Officers' Seminar

Teaching Activities in The Netherlands The Dutch approach

By **Eric Laurant**

The Netherlands



♠ 41.526 km²

(Germany 8x, France 16x)

♠ 16.8 M people

(Germany 5x, France 4x)

♠ 30 cities >100k, 400 municipalities

Bridge in The Netherlands



- ♠ 1050 bridgeclubs member of NBB
- ♠ 85.000 people, >100k memberships
- ♠ IT & Internet key investment area of
NBB: pageviews >400k per week
- ♠ Bridge Internet >18k members





Teaching Bridge

In The Netherlands

♠ >600 active teachers

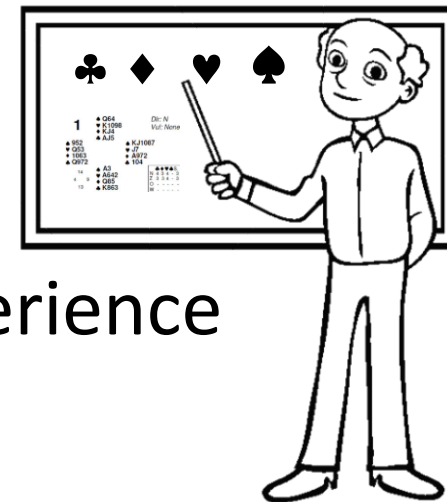
♠ 350 certified



Traditional method



- ♠ Club related teachers with classes of 8-20 students
- ♠ Two phases/years, ACOL 4crd majors, didactics,
- ♠ After finishing course membership of club
- ♠ Relatively large drop out due to lack of experience



Modern approach



- ♠ Marketing: leaflet house to house by club members, TV
- ♠ Startersbridge (minibridge): playing most important, simple bidding
- ♠ Internet: practice from day 1
- ♠ Speed: months in stead of years
- ♠ Fun: more important than level

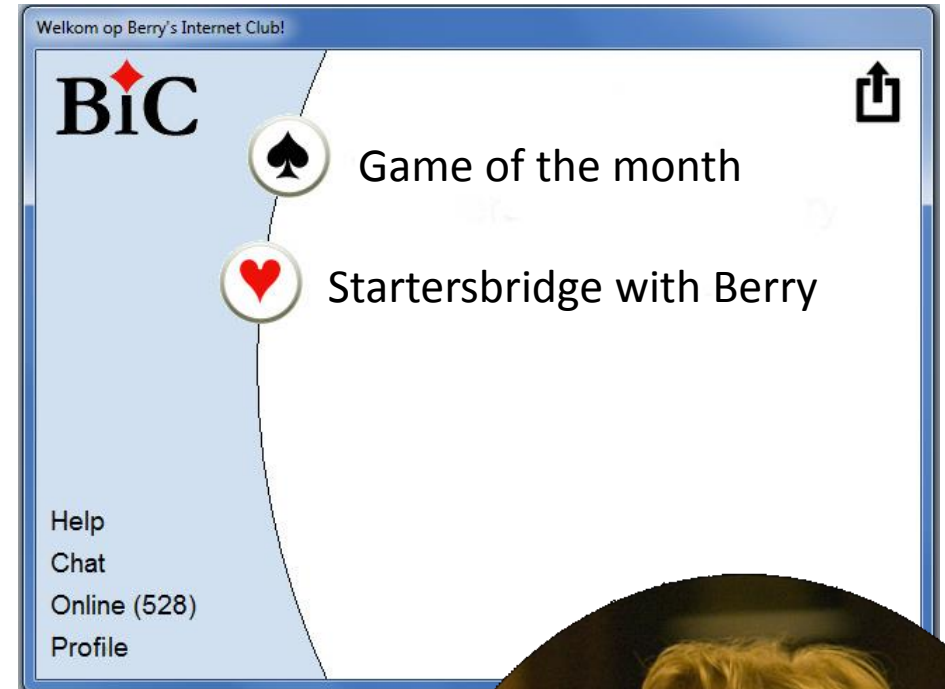


“Startersbridge”

♠ Play on the internet,

totally free!

♠ Live demonstration



TV (public network)



♠ November 2013 – February 2014: 14 lessons

♠ Once a week around 2PM: 10 minutes

♠ Appetizer for practicing

My Internet Club (MIC)

♠ MIC = marketing tool (names/adresses)

♠ Live demonstration of My Internet Club





Berry's Internet Club (BIC)

♠ Play with and against Jack
as partner and opponents



♠ 9.000 paying members in less than 2 years time

♠ Internet connection and Windows platform
required

Future Club (BIC)



- ♠ Only for beginners
- ♠ Standard system 5crd Major
- ♠ No random boards, each board explained
- ♠ Two phases, max 2 years but often less

- ♠ Every day pairs tournaments
- ♠ Every week pairs tournaments
- ♠ Live demonstration

Recreational Club (BIC)



- ♠ Next level
- ♠ Standard system 5crd Major
- ♠ Random boards
- ♠ Only for new and/or less skilled players

- ♠ Every day pairs tournaments
- ♠ Every week pairs tournaments
- ♠ Optional exam tests club 2 to Ace of spades
- ♠ Live demonstration



Competition Club (BIC) (1)

- ♠ Highest level however
groups and ELO
- ♠ Standard or custom system
/ >100 conventions

- ♠ Random boards
- ♠ More experienced
players



Competition Club (BIC) (2)

- ♠ Club championships per elo level, slamchampions etc
- ♠ Every day pairs tournaments of 16 boards
- ♠ Every week pairs tournament of 40-80 boards, move up & down in 20 groups of 200
- ♠ Every week beat Berry with explained boards, IMP tournament
- ♠ Every month knock out tournament
- ♠ Specials like goulash, no assistance, play and defend only, etc
- ♠ Live demonstration



Dutch approach

Questions?



Dutch approach

Thank you, don't
hesitate to
contact me!

eric@laurant.nl