

9th EBL NBO Officers' Seminar

"Do it Yourself, but Remember
You are Not Alone"

By EBL's Marketing Committee

2018 - Belfast



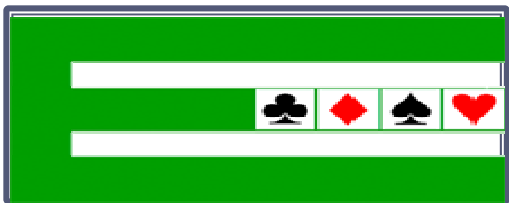


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The Basic Principal

- The project was designed for those NBO's who will pick up the glove and take initiative in order to implement a marketing plan in their countries.
- The basic principal was that the EBL will provide financial support to the NBO's, (for the first time ever), subject to their being the local experts and actively involved in implementing their plan.

In short – we wanted to start the marketing engine with YOU as the leading partner and the EBL at your side.



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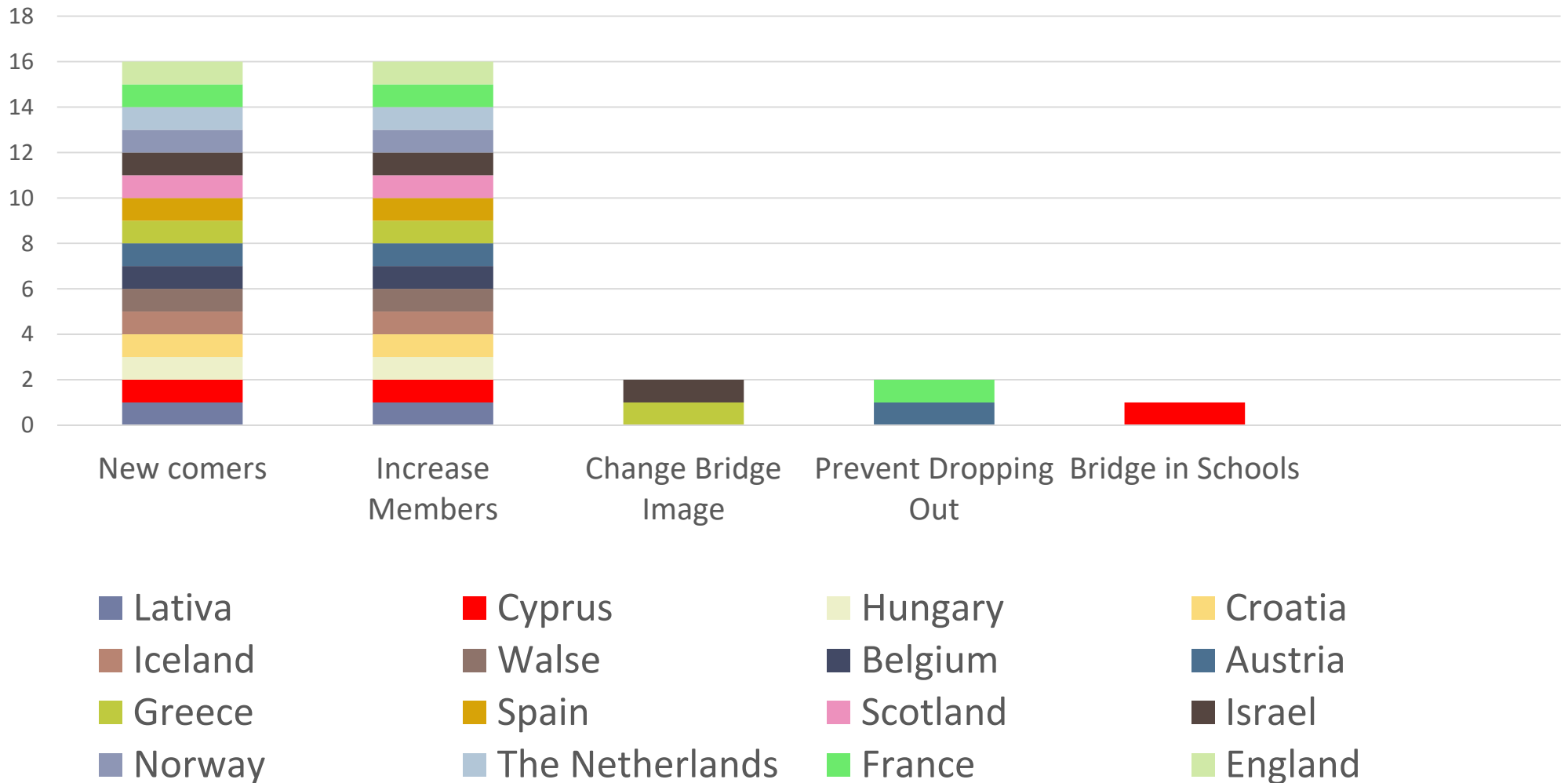
Project Framework

- The project was announced during the NBO seminar in Rome 1/16.
- EBL executive committee approved €50,000 for the project
 - Up to **€3,000** per NBO,
 - Subject to the NBO financing at least half of the costs.
- 16 NBO applied and participated:
 - **Group 1:** Latvia, Hungary, Croatia, Austria, Greece, Spain, Scotland, England. (Received payment in **October 2016**)
 - **Group 2:** Cyprus, Iceland, Wales, Belgium, Israel, Norway, The Netherlands, France. (Received payment in **October 2017**)



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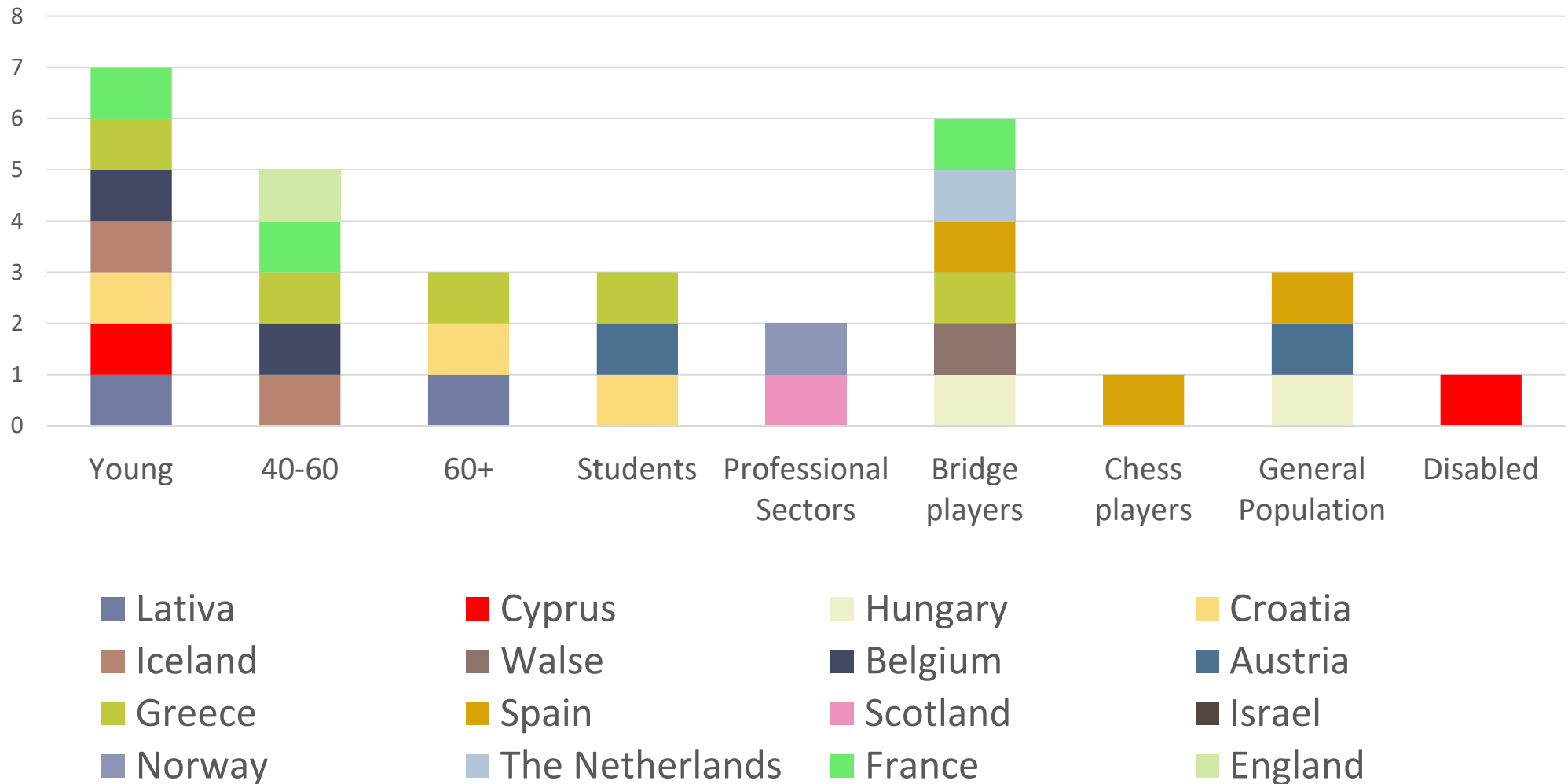
PROJECT GOALS





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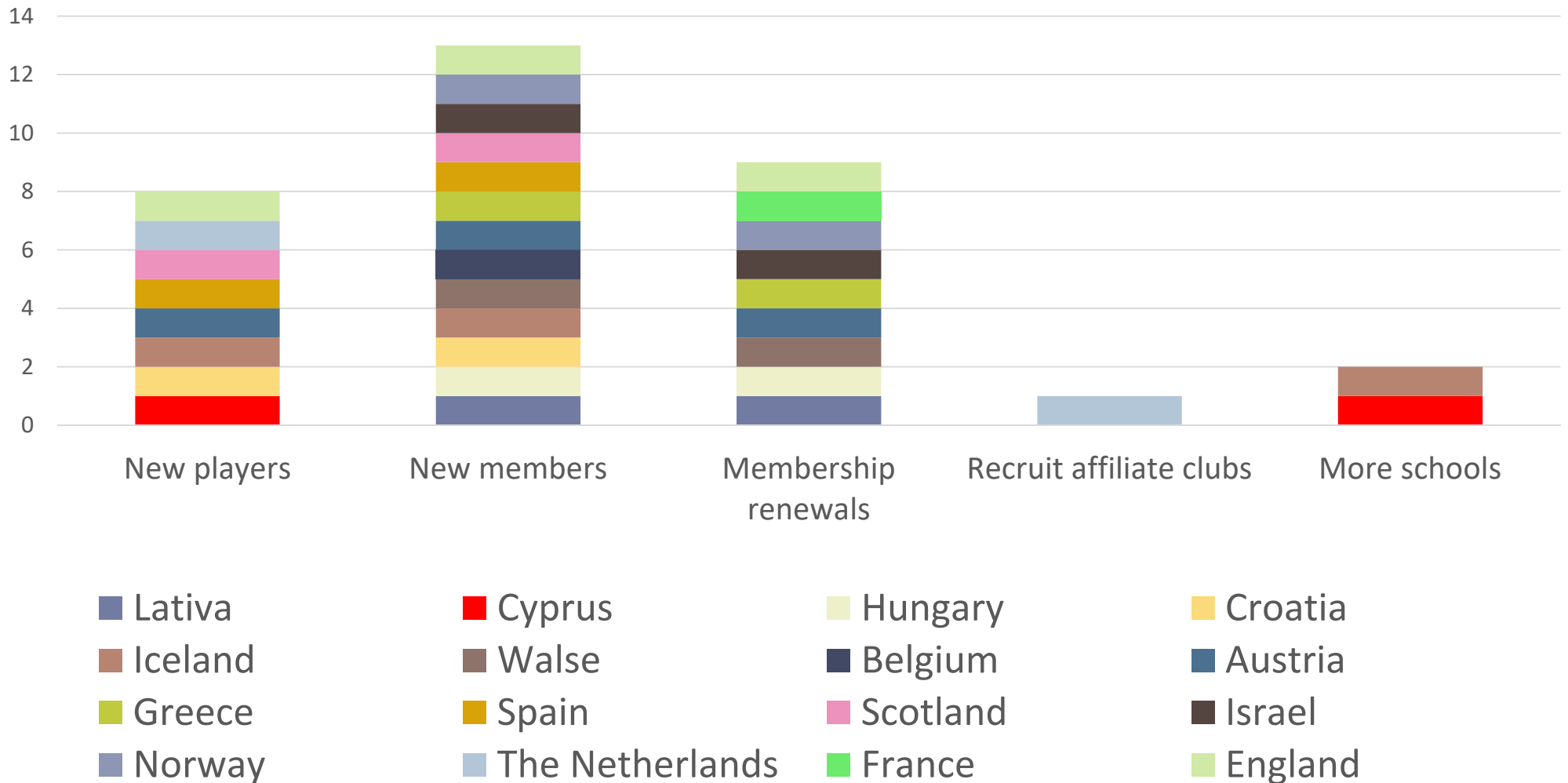
PROJECT TARGET POPULATION





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PROJECT SUCCESS RATES





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Follow-up Reports

- Each NBO was obliged to send a follow-up report in order to allow the marketing committee to review the project and its progress.
- Those NBOs who received payment in October 2017 will send the follow-up reports later – due to time constraints in implementations.
- Out of the 16 NBOs participating in this program, we can examine 10 at this point in time, as 6 received payment only at the end of October 2017 and are still working on their plans.



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Project Insights

- The "Do it Yourself" program **drove NBOs to take action**. Some needed the money, others needed the push.
- Most projects are still running so the results we have are not final.
- Most NBOs indicated that the actions taken will have **more influence and results in the long run**.
- In this digital era, **NBOs are not using enough digital tools and digital media** (Facebook / Google etc..). Tools that can target population, measure success and provide information about the campaign's efficiency, whilst traditional tools such as flyers / printed leaflets and newspapers are less effective but unfortunately are being used more – this must change.



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Project Insights

- NBOs participating in this marketing project were able to learn what works and what doesn't work and are now able to **adjust their plans** to get better results.
- NBOs should learn to set more accurate **measurable rates to measure their project's success**. Most NBOs had difficulties in this area and without a way to test the results, NBOs will wonder in the dark not knowing if the campaign was indeed successful or not.



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Future plan and unified marketing strategy

- EBL should continue to encourage NBOs to be active in marketing and take actions (using financial aid).
- In the revised strategy the EBL's management will be the one to set a unified goal every 2-3 years.
- Only NBOs that will promote this specific goal will be entitled to get financial help.



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Latvia

- **Main marketing actions taken –**
 - Used internet marketing,
 - Created 2 new Facebook groups,
 - Printed bridge books,
 - Designed a new website,
 - Translated materials for teachers,
 - Financed new bridge coaches / teachers.



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Latvia

➤ Main results –

- 3 new Bridge clubs were founded.
- A New place established for teaching Bridge to kids, in Riga.
- Riga Technical University has decided to give 2 credit points for students learning bridge!
- Numbers of youth and senior bridge players have been increased
 - 36 junior players in the junior camp, 70% of them 1st time!
 - 40 pairs in junior championship (37 pairs in 2016)
- A new cycle of tournaments for players with low class.



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Greece

➤ Main marketing actions taken –

- A new SMS campaign.
- Facebook campaign,
- Financing marketing campaign for clubs outside of Athens focusing on the Islands.
- Promoting Bridge in Cultural and athletic events.
- A new campaign related to "Open Schools" aimed at kids.

➤ Main results –

- Doubled the registered Bridge players!
- A 3.2% increase in the contribution from "tickets".



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Croatia

➤ Main marketing actions taken –

- **“Bridge day”** - played bridge at main squares in 4 towns for 3-4 hours, passers by had the opportunity to learn about Bridge, and were invited to join Bridge courses and clubs.
- **Sportsfest** - 4 days event , 10 hours a day – presenting Bridge as a sport , showing a bridge match, allowing visitors to play .
- Handing out flyers and pens,
- Facebook campaign.





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Croatia

- **Main Results –**
 - 45 New players at beginners courses in Zagreb
 - A lot of media coverage (newspapers, internet sites, radio , official publications of City of Zagreb and TV interview for 30 minutes.
 - New acquaintances with sports high officers, which will be useful in the future.



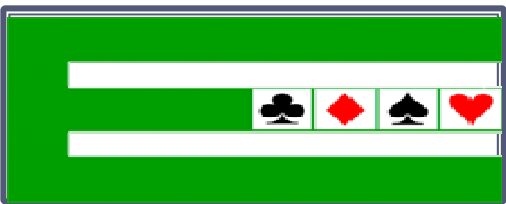
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Cyprus

➤ Main marketing actions and results –

- Including Bridge in the adult evening classes of the Ministry of Education.
- Presenting Mini Bridge to 20 Elementary schools in Nicosia.
- Meeting with the president of the Cyprus Sports Organization
- Preparing a plan for teaching Bridge in schools and a plan for teachers.
- Teaching members of the Federation the fundamentals of mini bridge and how to present it to students.
- Using the media to promote Bridge as a mind sport.
- An upcoming meeting with the Minister of Education.





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The Netherlands

➤ Main marketing actions taken –

- Created a toolkit for clubs offering 3 months membership + magazine + benefits during this period.
- Using e-mail campaign to explain the benefits of becoming a member.
- Creating marketing leaflets to promote the 3 months membership plan.
- Creating marketing leaflets for those who want to learn bridge – the leaflets were adjusted to each of the clubs.

➤ Main results

- 50 clubs joined the NBB initiative to recruit new members.
- 200 people have applied to this program .
- New courses for beginners were opened and usually they are overbooked.
- The majority of the people who finished the Bridge courses stayed in contact with the club and often became members in the club.
- This marketing campaign will run for 2 years and this was just the beginning.



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England

➤ **Marketing efforts –**

- Researched the Yorkshire area and found out that almost half the clubs, were at risk of failure so the campaign was adjusted to deal with this.
- Appointed a Regional Development Officer to supervise this campaign.
- Used social media campaigns.
- Developed a standard format of leaflet to be used or adjusted by the clubs.
- “Posting” leaflets on none Bridge community group internet websites.

➤ **Results**

- There are 80 new students (project is still running).
- Financial collaboration between the **EBU**, the **YCBA** (Yorkshire Contract Bridge Association) and the **clubs**, resulted in team work and obligation for the cause.
- teaching capacity will have to be expanded to accommodate the demand that has been created.



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To Summarize:

- Wonderful achievements for many of the NBOs participated in this program.
- EBL is proud to support its NBOs and the partnership bears fruits as can be seen.
- This is hopefully the first step in many programs to come down the road.

The engine we started is now up and running!