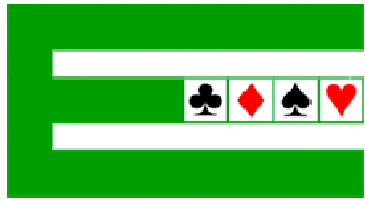


# 9th EBL NBO Officers' Seminar

## Marketing Programme - support by EBL

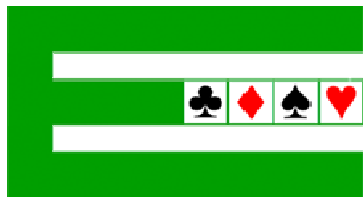
**By Jafet Ólafsson**

**Executive Committee Member of EBL**



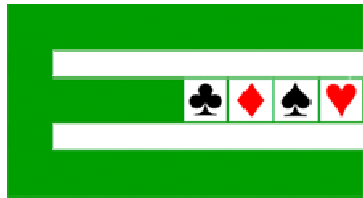
# 9th EBL NBO Officers' Seminar

- Big need to make a good marketing program.
- Thousands of things attract people, mostly young people where the consumption is highest.
- The Bridge world wants to attract more young people.
- Old methods of marketing are not working anymore.
- The Internet is the big thing.



# 9th EBL NBO Officers' Seminar

- Many NBOs have used the Internet in a very successful way and many webpages have excellent design and information and are good marketing tools.
- The main purpose of this marketing plan:
  - Introducing the game of Bridge
  - A campaign designed to increase the number of our members
  - Each NBO is the local expert and should create its own marketing plan



# 9th EBL NBO Officers' Seminar

- Oryah Meir will give a good overview of the marketing program and follow up with 2-3 NBOs who have already started their marketing campaigns and are doing well