



BADMINTON EUROPE MEMBERS FORUM Dublin, Ireland - 10/11 April 2014

Day One	10 April 2014	Speaker
	Introduction	
15.00 – 15.15	Welcome and Introduction/Presentation of Speakers	Joao Matos
15.15 – 15.30	BEC main strategies and KPI's	Brian Agerbak
	Shuttle time	
15.30-15.45	Shuttle time – concept	Ian Wright
15.45-16.00	Shuttle time – implementation in Europe	Jeroen van Dijk
16.00-16.15	Shuttle time – possibilities in 2014-2016	Ian/Jeroen
	Facebook	
16.15-16.30	Badminton Europe Facebook experience	Manuel Rösler
16.30-16.45	Your Federation and Facebook	Paul Cackett
16.45-17.00	Example of setting up an account/page	Manuel Rösler
	Break	
	Network	
17.15-17.30	European Badminton media network goal & strategy	Manuel Rösler
17.30-17.45	European Badminton twitter network	Paul Cackett
18.00-18.15	BEC YouTube channel / A tool for MA's?	Mark Phelan
	Membership structures & registered players	
18.15-18.30	Intro and case study A	Richard Vaughan
18.30-18.45	Case study B	Jean-Marc Serfaty
18.45-19.00	Brainstorming exercise	Gregory Verpoorten
19.00-19.15	Discussion/Feedback/Q&A	Gregory Verpoorten
20.00-	Dinner for all Delegates	

Day Two	11 April 2014	Speaker
	Coach education	
09.00-09.15	Coach education - concept	Ian Wright
09.15-09.30	Coach education – implementation in Europe	Jeroen van Dijk
09.30-09.45	Coach education- possibilities in 2014-2016	Ian/Jeroen
	Events	
09.45-10.00	New format of European Mixed Team Championships	Peter Tarcala
10.00-10.15	Badminton Europe bidding procedures	Jimmy Andersen
10.15-10.30	European Games 2015	Jimmy Andersen
	Break	
	Fan culture	
11.00-11.15	Status on badminton fan culture in Europe	Spela Silvester
11.15-11.30	Case study C	Adrian Christy
11.30-11.45	How to create a fan culture around national teams/players?	Spela Silvester
	Ending off	
11.45-12.15	Discussion/Feedback/Q&A	Gregory Verpoorten
12.15-12.30	Closing remarks	Joao Matos

