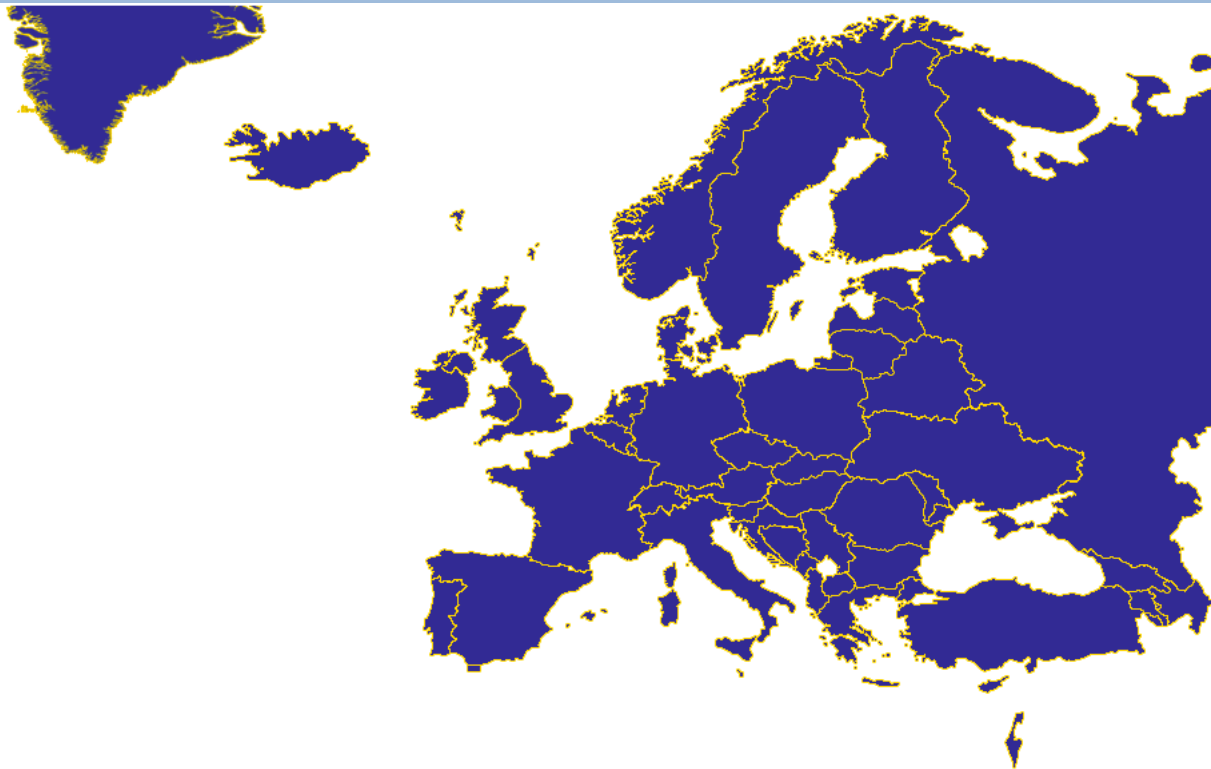


# 2014 BEC MEMBERS' FORUM

## BEC MAIN STRATEGIES AND KPI'S



by Gregory Verpoorten

# OBJECTIVE 1 - PARTICIPATION

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➤ **To increase the number of registered players in Europe**

Status – 937.974 (December 2013 – BWF statistics)

KPI'S			
2013	2014	2015	2016
825.000	950.000	1.025.000	1.100.000

➤ **Strategies**

Shuttle time – coach education – structures program/initiatives

# OBJECTIVE 2 - PERFORMANCE

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➤ **To ensure that badminton remains a core Olympic Sport**

Status – funding level C

KPI – having European medal winners at the 2016 Olympic Games

OBJECTIVES				
2012 OG	2013 WC	2014 WC	2015 WC	2016 OG
3	2	3	3	4

KPI – being the CC having the most MA's qualifying players for OG

OBJECTIVES		
2014 WC	2015 WC	2016 OG
35%	35%	40%

➤ Strategies

Certificated training centres

Scholarships

Future stars project

Summer School

Regional Projects

Coach Education

Individual project funding

## OBJECTIVE 3 - PUBLICITY

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➤ **To have more TV and streaming coverage in more European countries**

Status – 52 markets reached achieving the minimum number of hours and 1.5 million views of YouTube

KPI – markets with at least 7 hours of TV broadcast

OBJECTIVE		
2014	2015	2016
10	15	20

KPI – to increase views on BEC YouTube channel

OBJECTIVE		
2014	2015	2016
2 millions	3,25 millions	5 millions

# OBJECTIVE 3 - PUBLICITY

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## ➤ Strategies

Media initiatives as per Communication Plan

Media agency agreement signed

European Championships and selected Circuit events streamed

ENJOY THE FORUM!