



BEC YouTube Channel

A Tool for Member Associations

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& YOU

YouTube Handle - BadmintonEuropeConf

- **Live Streaming of Selected Tournaments.**
- **Smashing Stars.**
- **Live Draws.**
- **Events - This week Awards Gala goes out LIVE.**
- **Quality on demand content**



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Two Way Street



- **Be proactive in producing video content & send it to BEC for use.**
- **Encourage members to subscribe & share.**
- **Use BEC YouTube channel as part of your MA's brand awareness & character.**
- **Let your members know when your players/country are featured.**



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- **Build audience with moving images in association with MA's through YouTube.**
- **Utilize BEC's YouTube channel in a two way cooperation.**
- **Achieve a minimum of 1000 consistent viewers to live events. (i.e. Live Stream)**

THANK YOU FOR YOUR TIME.