



2014 BEC Members Forum





CHALLENGES ARE MULTIDIMENSIONAL

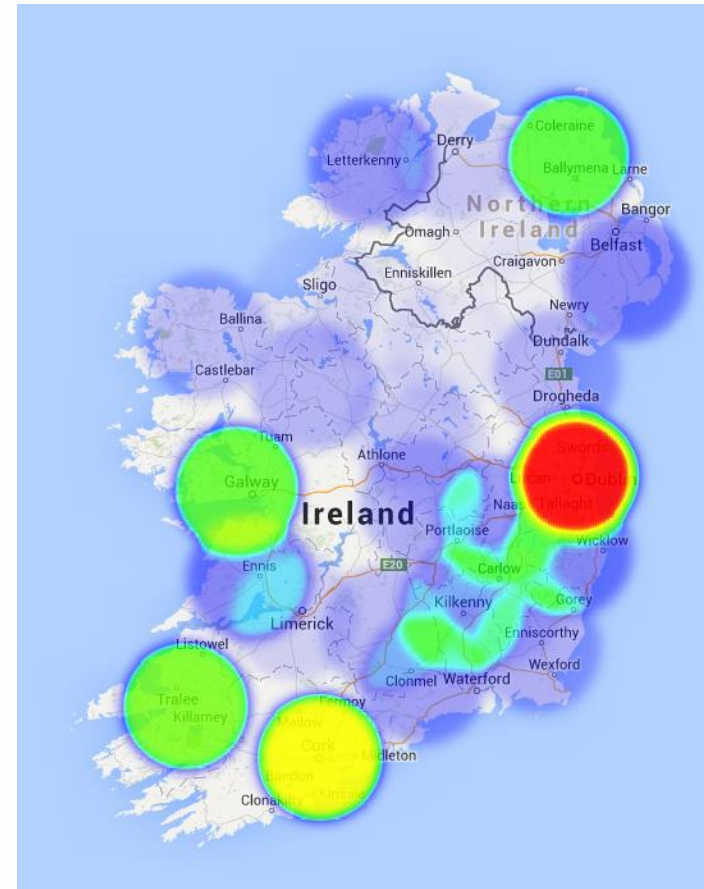
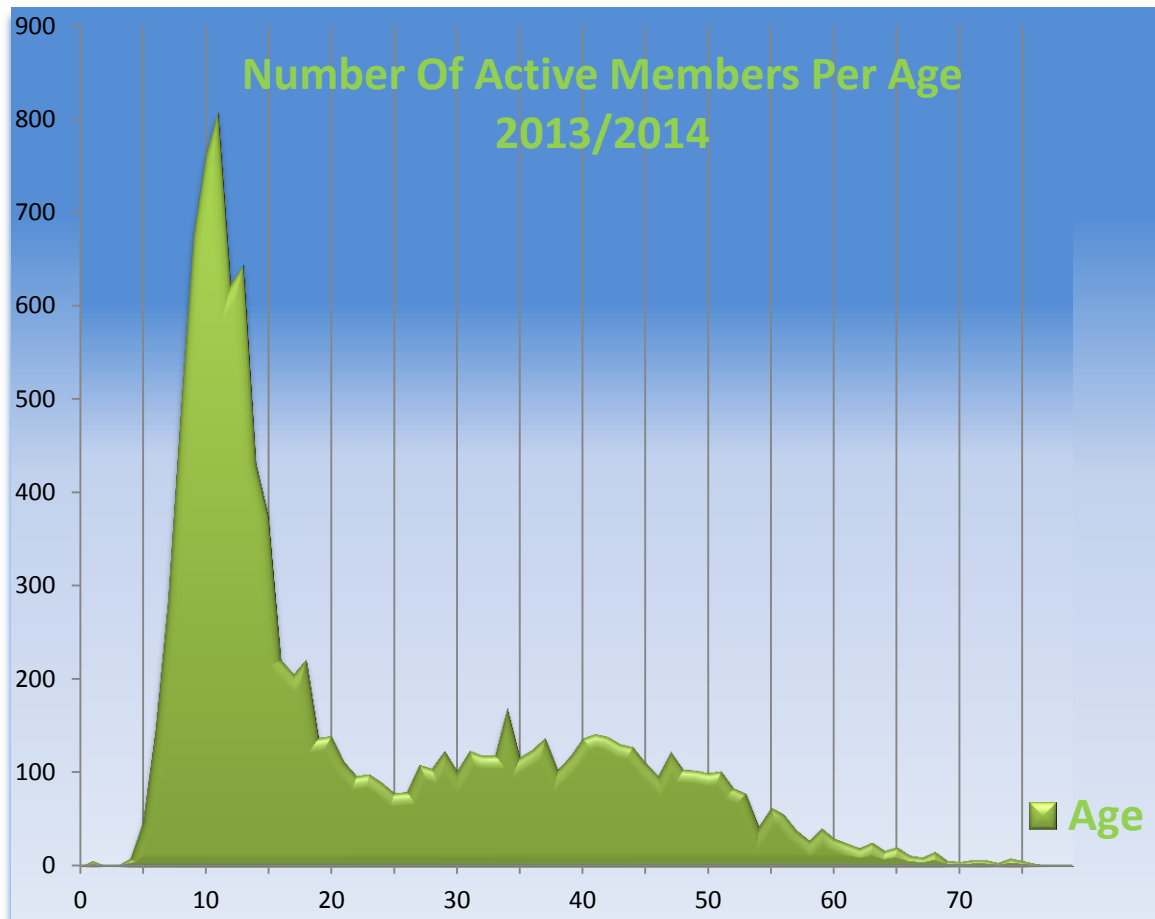
- Organisation ✓
- Politics
- Economic climate ✓
- Competition from other sports
- Communications. ✓



FOCUS

Organisation	Challenge	Strategy
	Structure	Targeted solutions
	Governance	Board and risk reviews
	Geography	Segmented and targeted solutions
Communications	Message dilution is destructive	Shared focus is essential
	Relationships are critical	Making Badminton Ireland indispensable
	Poor channels of communication	Proactive and personalised versus reactive and group related marketing
Economic Climate	Reduction in Grant Income	New Income streams / diversification
	New sponsorship new funding sources	Marketing Strategy and Executive
	Innovation vs. compliance	Many new innovative programmes

OUR APPROACH

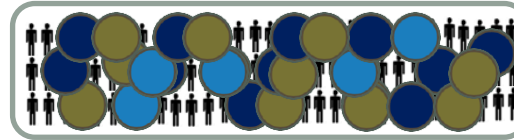


Social Context Analytics



Limited
Understanding
of Cost & Complexity

Typical Population

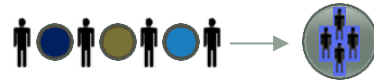


Traditional Sport Delivery

- Program Centric – Single Issue & Need
- View of Individuals
- “One Size Fits All” Process



Social Context – View of needs/Issues



- Understand Complexity - Based on Issues, Programs & Services
- Assess “Cost” of Sport – Current (and past)

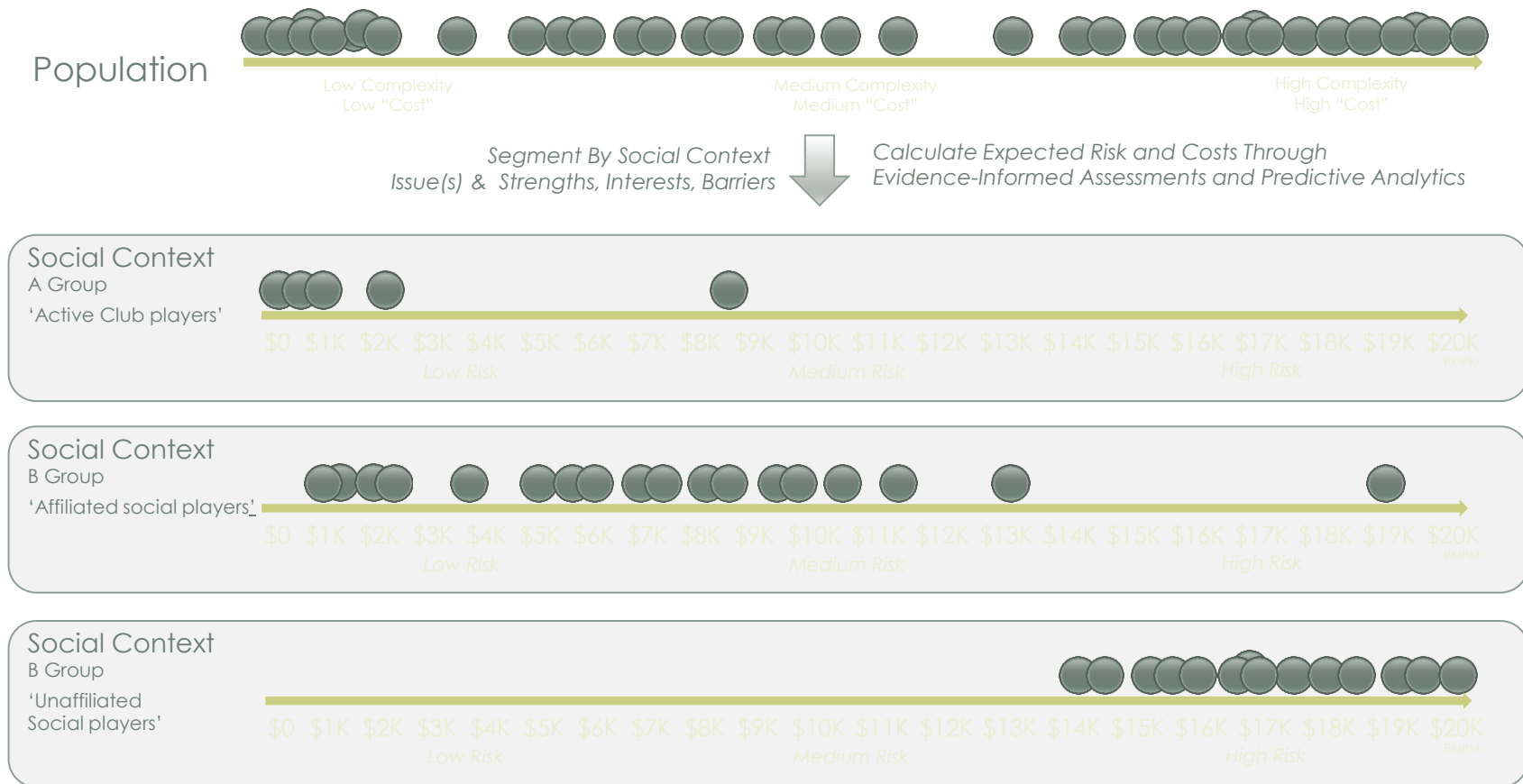
Social Context of Population



Social Context

- Provides a holistic view of “individual” across six core needs – health, food, shelter, safety, education, and income (potential)
- Assembles interrelated data, events & actions to depict relevant & meaningful sport participation
- Workspaces
- Family Social Network (Genogram)
- Lifelines (longitudinal histories of key events)

Engagement Analytics – No Wrong Door



No Wrong Door

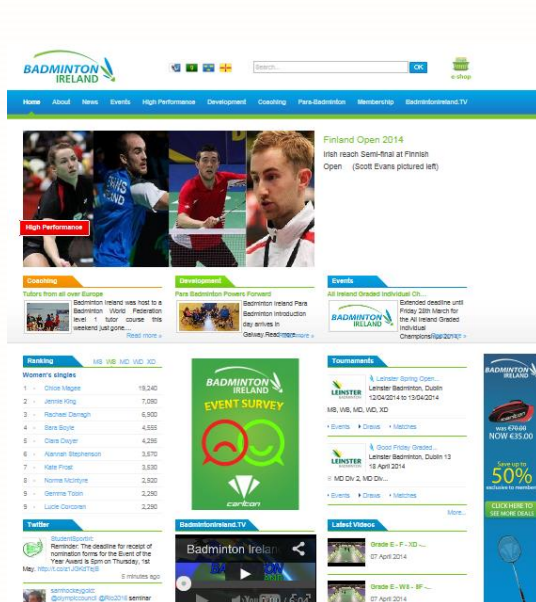
- Identify and segment the population into unique groups around primary issues (and similar context)
- Apply assessments and models using government, agency, and data mining research
- Provides basis for reforms/changes
- Provide basis for development activities
- Present "similar" players and "cases" to support decisions.

ICT

Integrated website

Events software

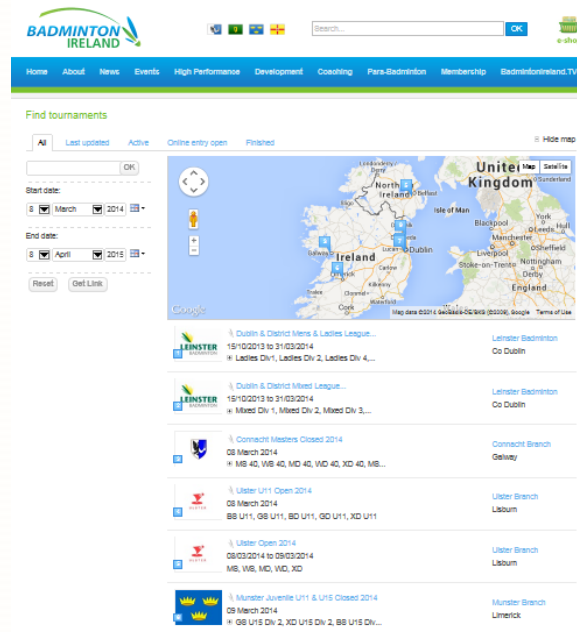
Membership system



The screenshot shows the Badminton Ireland website with a navigation bar, a search bar, and a main content area featuring a featured article about the Irish reach semi-final at the Pannan Open, a sidebar with a ranking table, and a tournament section.

Ranking Table:

Ranking	MS	WS	MD	WD	XD
1	David Hughes	18,345			
2	James King	7,080			
3	Rachael Derragh	6,900			
4	Bora Bayraktar	4,555			
5	Clara Doyle	4,235			
6	Ashley Walshman	3,870			
7	Kate Frost	3,830			
8	Romy McIlroy	2,920			
9	Gerina Tison	2,290			
10	Luke Chivers	2,290			



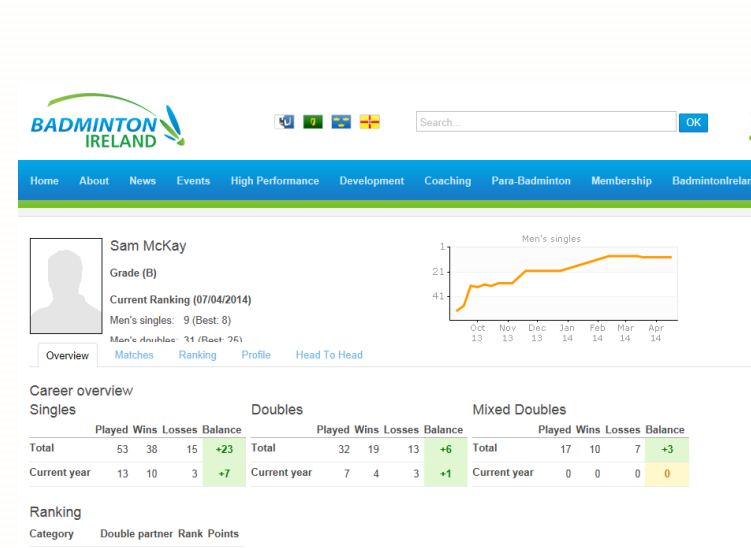
The screenshot shows the Badminton Ireland Events software interface, featuring a map of Ireland and the United Kingdom with tournament locations marked. It includes filters for start and end dates and a list of upcoming tournaments.

Find tournaments

Start date: 8 / March / 2014
End date: 8 / April / 2015

Tournaments:

- 1. Dublin & District Mens & Ladies League...
15/10/2013 to 31/03/2014
M Ladies Div 1, Ladies Div 2, Ladies Div 4...
- 2. Dublin & District Mixed League...
15/10/2013 to 31/03/2014
M Mixed Div 1, Mixed Div 2, Mixed Div 3...
- 3. Connacht Masters Closed 2014
08 March 2014
M MS 40, WS 40, MD 40, WD 40, XD 40, MS...
- 4. Ulster U11 Open 2014
08 March 2014
BB U11, GB U11, BD U11, GD U11, XD U11
- 5. Ulster Open 2014
08/03/2014 to 09/03/2014
MS, WS, MD, WD, XD
- 6. Munster Juvenile U11 & U15 Closed 2014
09 March 2014
M GB U15 Div 2, XD U15 Div 2, BB U15 Div...



The screenshot shows the Badminton Ireland Membership system interface, featuring a user profile for Sam McKay, a ranking graph, and a career overview table.

User Profile: Sam McKay, Grade (B), Current Ranking (07/04/2014), Men's singles: 9 (Best: 8), Men's doubles: 11 (Best: 16).

Ranking Graph: Shows a line graph for Men's singles ranking from October 2013 to April 2014, with a peak around December 2013.

Career overview:

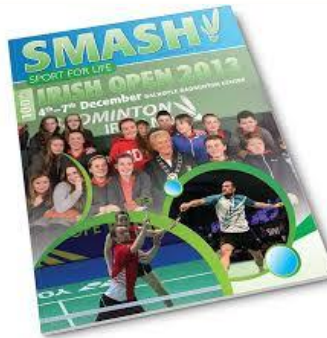
Singles	Played Wins Losses Balance				Doubles	Played Wins Losses Balance				Mixed Doubles	Played Wins Losses Balance			
	Played	Wins	Losses	Balance		Played	Wins	Losses	Balance		Played	Wins	Losses	Balance
Total	53	38	15	+23	Total	32	19	13	+6	Total	17	10	7	+3
Current year	13	10	3	+7	Current year	7	4	3	+1	Current year	0	0	0	0

Communication

BADMINTONIRELAND.TV



MAGAZINE



MOBILE APP

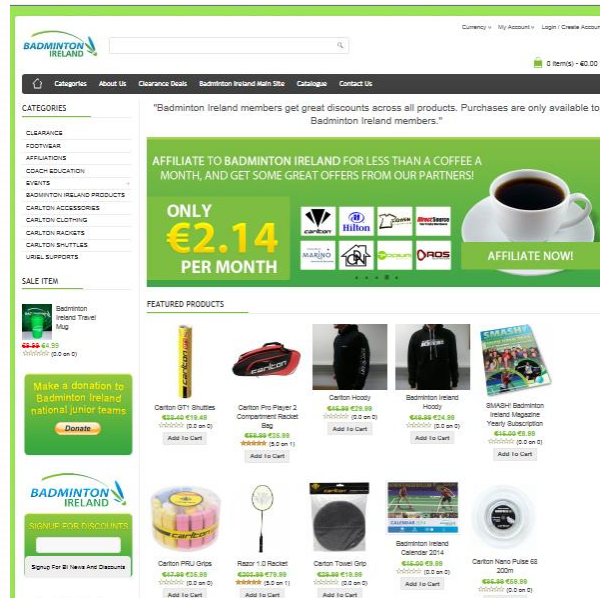


Proactive engagement

MEMBERSHIP BENEFITS



Badminton-eShop.com



MAIL ORDER



Targeted programmes

SCHOOLS



50,000

school children involved
in first 12 months

410

schools involved in first
12 months

JUNIORS



CLUBS



Thank you!



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