

2014 BEC MEMBERS' FORUM FAN CULTURE IN BADMINTON IN EUROPE

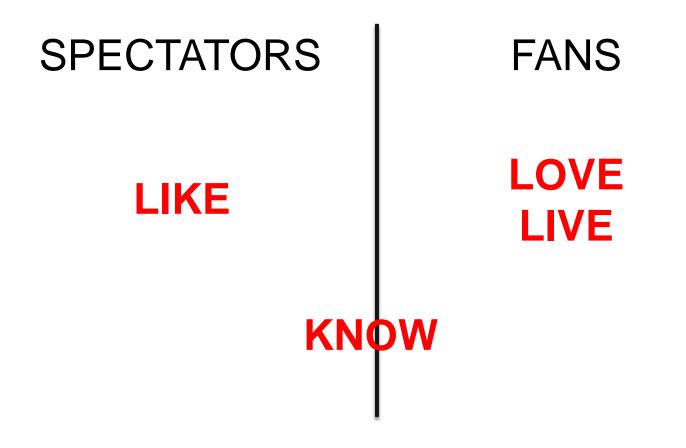


by Spela Silvester



- Spectators / Fans
- Current status in Europe BEC events
- Guest: Mr Adrian Christy, CEO of Badminton England
- > Brainstorming with MA's













LIKE THE GAME / LIKE SPORT

Interested in sport
Know badminton.. or do they?
Sport followers
Other entertainment at the venue important









LOVE THE GAME / KNOW THE GAME / LIVE SPORT

Understand the game
Culture followers
Know the "heroes" - follow them
National colours / clothing

FAN CULTURE = IMPORTANT

CURRENT STATUS IN EUROPE BEC EVENTS





Mr. Adrian Christy CEO of Badminton England







