

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

SPECTATORS

LIKE

FANS

LOVE
LIVE

KNOW



SPECTATORS





LIKE THE GAME / LIKE SPORT

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

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LOVE THE GAME / KNOW THE GAME / LIVE SPORT

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

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FAN CULTURE = IMPORTANT

CURRENT STATUS IN EUROPE

BEC EVENTS



Mr. Adrian Christy
CEO of Badminton England



