MEMBERS ASSOCIATION ANALYSIS

15.04.2016

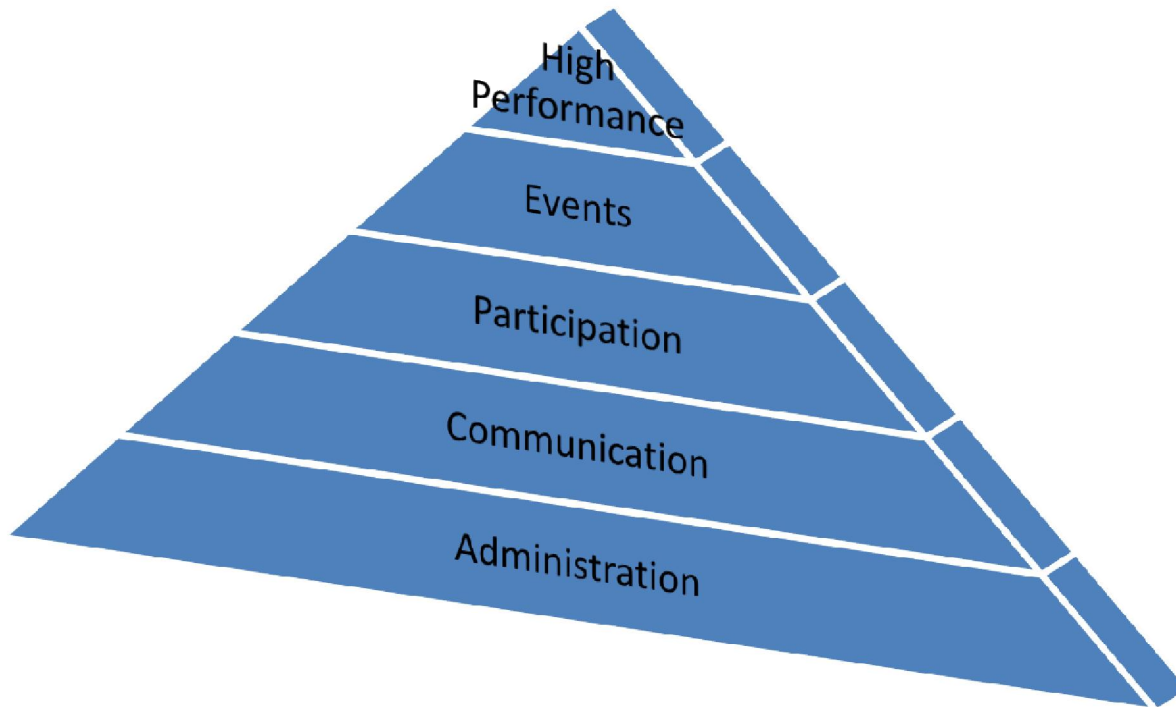# WHY MEMBERS ANALYSIS

- BWF members survery

- BEC development plan

- Analyse for the sake of categorisation

- Why categorisation

.

BEC DEVELOPMENT PLAN EXTRACT

Categories of development of MA - legend	G1 13 of 18	G2 12 of 17	G3 12 of 17
Players/Pairs in top World ranking	> 3 in top 30	> 3 in top 50	> 3 in top 100
Participation in	AGM BE and BWF	AGM BE and BWF	AGM BE and BWF
Qualification for Olympic Games	> 3 disciplines	> 2 disciplines	> 1 disciplines
Results in WC, SC, WJC	> 5/8	> 5/8	> 9/16
Registered players per population	> 10,0 ‰	> 5,0 ‰	> 1,0 ‰
Technical officials:	structured education 1 BWF referee 1 BE referee 2 BWF umpires 6 BE umpires	structured education 1 BE referee 1 BWF umpires 4 BE umpires	structured education 1 BE referee 4 BE umpires

15.04.2016

SUCCESS FACTORS

EXAMPLE OF NEW CATEGORISATION TOOL

Communication		4 of 6	4 of 6	4 of 6
Website	None	Basic	Medium	Advanced
Website traffic visits per month	0 - 999	1.000 - 4.999	5.000 - 9.999	10.000 or more
Facebook likes	0 - 999	1.000 - 4.999	5.000 - 9.999	10.000 or more
Twitter followers	0 - 99	100 - 999	1.000 - 4.999	5.000 or more
YouTube subscribers	0 - 99	100 - 999	1.000 - 4.999	5.000 or more
Instagram followers	0 - 49	50 - 199	200 - 499	500 or more

NEXT STEPS

- Questionaire to be finalized

- Sent to Member Associations

- BEC to follow up with MA's

    - Face to face meetings

    - Skype

- Please cooperate

15.04.2016

QUESTIONS