



FIT'MINTON

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Fit'Minton

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- **Women ofently stop practicing any sport in their thirties, due to **professional** and **familiy** obligations.**
- **Most of them are looking for a **user-friendly, regulated**, practice, mixing sport / health.**
- **The current federal practicing doesn't meet those expectations because**
 - **It's non regulated**
 - **It's competition driven**
 - **Difficult to include in a classic family / job schedule**
 - **Not intergenerational**

From this analysis, we created a work cell which worked on three entries:

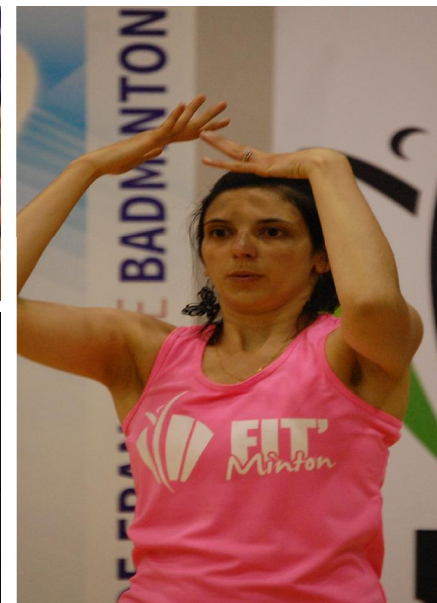
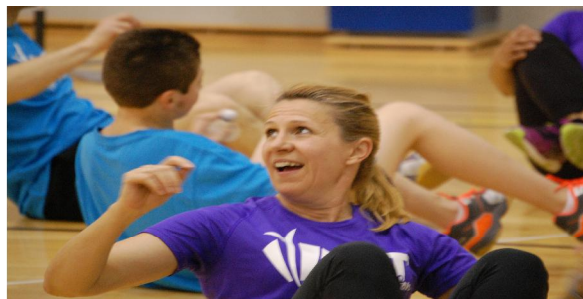
- **Content**
- **Communication**
- **Education / Training**



WHAT IS FIT'MINTON ?

- **A new approach** to get to know **Badminton differently**:
 - **A first approach** for beginners.
 - **A back-to-shape program**, in physical practice
 - **A way to keep in shape** while playing badminton.
- **A sport practice combining**:
 - **Fitness dynamics** and **badminton technical game**.
 - **Both physical and fun aspects** of practicing badminton.
 - **Energy expenditure** from fitness and **self transcendence** from badminton.
- **Animation**:
 1. **With music**
 2. **With high doses of Good mood**
 3. **A great conviviality**

- For licenced practionners seeking for a **leisure practice**
- For players who want to **stay in shape**
- An **crossed-generational practice** where everyone is welcomed



WHAT IS THE MAIN TARGET?

- **Women driven off sport practicing, wishing to practice a regulated and regular sport activity**
- **Young parents seeking an activity fitting their kid's schedule**
- **People who want a regular physical activity with practitioners of every type and level**
- **People who want to combine sport and health, trying to stay in shape with physical activity**
- **People who want practice badminton with no competitive goals**
- **People who wants to combine physical activity, socialization and fun**

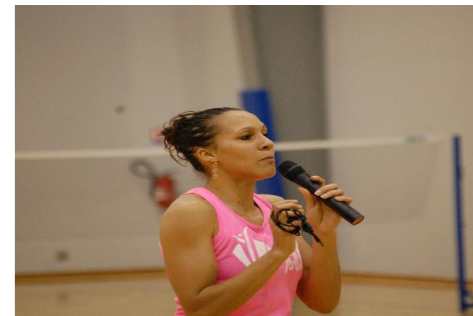
- **Expend the club strategy**
 - **Diversify** the club main offer
 - **Appeal** to members **loyalty**.
 - **Promotesocialization** between members.
 - **Draw** new audience
 - **Strength** the association **visibility**
- **Get out of sport halls usually hosting badminton:**
 - To **invest new spaces** (dance rooms, dojos, community centers...).
 - To get new **schedule availabilities**.
- **Localy commit** to public programs and campaigns for for **health / sport**
- **Develop employment** in clubs :
 - **Increase financial ressources and time volume**
 - **Offer** time slots to partners (companies, city hall, hospitals...).

WHERE? WHEN? WITH WHICH TO EQUIPMENT?

- **Where?**
 - In a gym, a **fitness center**, a dance room or a **Dojo**.
 - **Outside**, when the weather is fair
- **When?**
 - On **lunch break**, evenings, week-ends...
 - During a **kid's time slot for badminton**
 - During a free game time slot,
- **What equipment?**
 - A **music station**, fitness equipment from the youth program, **rackets** and a few **shuttlecocks** !
 - No major financial investment or specific storage space to provide



- On one hour length **sessions** :
 - A session format **fitting** for people **slowly getting back on sport** or sedentary.
 - A format suited to **optimize time slots** and be able to welcome more people while keeping a **professional care**
- Regulated by **Fit'Minton coaches**:
 - Licensed or volunteers after **a short training** by the LIFB, **on spot** and using **e-learning**.



WHAT ARE THE BENEFITS?

- On a **social aspect**:
 - Sharing
 - Socialization
 - Meet up
- On a **personnel aspect**:
 - Well-being
 - Balance
- On a **physique aspect**:
 - Tone, elasticity, dynamism, strength, speed, flexibility, cardiovascular quality
- On a **badminton aspect**:
 - Badminton grip skills, coordination, motor skills, technique ...

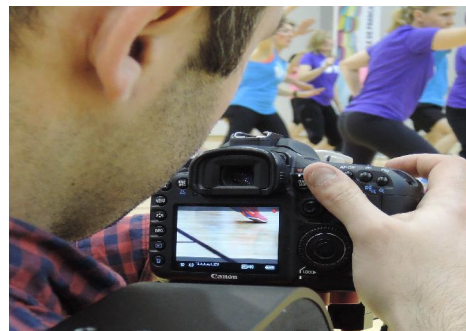


A typical session features **4 part** on a 1-hour length

- **Part 1:** warm-up (10 mn).
- **Part 2:** cardio or muscular exercises featuring the badminton specifics (20 mn).
- **Part 3:** leisure exercises with racket and shuttlecock (20 mn).
- **Part 4:** relaxation and back to normal rhythm (10 mn).

WHICH TOOLS FOR FIT'MINTON COACHING?

- **Sessions sheets.**
- **Video tutorials database.**
- **Various training exercices with content fitting the practionner health and game level**





**Fit'minton Practical session starts at 17:30 at the sports hall.
(2 mins walk from here)**