



COMMERCIAL COMMISSION

PG JÖNSSON



Development of a European Badminton Communication platform

PG Jönsson

Current Situation

- The European badminton lacks a strong, engaged and central platform to communicate to all kinds of players.
- Many active players but there is no simple way to reach out and communicate with them.
- Casual players are disconnected both from the elite players, International/National events and from themselves.
- Casual players do not grow with professional coaches.
- In short, there is nothing keeping players of different standards together.

What can we do?

- *A platform to manage bookings for courts all over Europe.*
- A pan European digital destination that serves to connect and help players.
- By using a common online booking system the local hall/venue/club can offer courts and coaches for all skill levels to help players grow.
- A central place to communicate events, championships and news for BEC and the National Association
- It would be a natural location to involve commercial partners.
- Additionally build an active community.

How to do it?

- Central booking website: badmintonbooking.com where players are active from day one. (*i.e. booking.com for racket centers*)
- *Gives access to e-mails and mobile number to all customers*
- Managed by the booking company for a quick and cost effective system
- Partner with Badminton Europé, the National Association and the Local Partner (club/hall/venue)
- Communicate and promote the service and partner with all nations, regions and local clubs/racket centers.

Booking system information

- A modern online booking system for all racquet sports.
- Developed in close collaboration with the Swedish Royal Tennis club in Stockholm.
- Works fully on all devices incl mobile.
- Support online payments for quick and easy access for players to book a court.
- Supports differentiated pricing.
- Allows booking of coaches at the same time as the court booking.
- Management of group training sessions.

Booking system continued

- Local members directory and book keeping integration (invoicing).
- Minimizes late cancellations
- Reduces administration
- Supports multisports and different user types
- Individual booking rights. Waitlists . Sales offers on booking
- Ladders and Group play. Find playing partners
- Multilingual

Summary advantages

- Common platform for badminton in Europe with an *active* community from day one
- Communication platform for Badminton Europe, the National Federation and Local Partner.
- Commercial income for Badminton Europe, the National Association and Local Partner.
- Premium online booking system easier and more efficient for the local partner
- Activation and development of the Casual players
- Up and running

What Now?

- Agreements
- Promotion plans.
- Plan for communication activities.
- Promote the advantages and make the centers in Europe choose the booking system
- Education and set-up for Local Partner

Thank You!

pg@swedishmasters.com