

Fan Base Commission Strategic Plan

Fan Base Commission		
Activity area	Goal and Strategies	KPI
1. Grow fan base	To grow the fan base via content generation around major events, Circuits, development activities, players, features, competitions and promote these via the BEC website and social media in accordance with the communication plan.	-website – 500.000 users annually by 2020 with 2 million page views -Facebook – 125.000 followers by 2020 -Twitter – 20.000 followers by 2020 -Youtube – 30.000 subscribers by 2020 and 10 million views -Instagram – 5.000 followers by 2020
2. Media relations	To create a strong network with key media stakeholders and provide them with regular information and service around badminton activities.	-regular mailings to press -seminars for press organised in connection with major events
3. Spectators	To have a significant spectator presence from quarter finals onwards for all major events.	-Quarter-finals – minimum 50% of capacity -Semi-finals – minimum 60% of capacity -Finals – minimum 70% of capacity
4. TV	To have significant distribution of the TV production from our major events.	-minimum household reach – 80 million -minimum 7 hours of TV in minimum 15 European countries