

## Commercial Commission Strategic Plan

Commercial		
Activity area	Goal and Strategies	KPI
1. Major events	To optimize revenue generation and long term value of BEC's major events through enhanced TV production and distribution, excellent communication and PR efforts around major events and hospitality setup to thereby attract commercial partnerships in accordance with the marketing plan.	-2016 increase marketing income by 20%
2. New events	To consider new events with considerable spectator appeal both live and on TV.	-consider the feasibility of re-introducing the Europe-Asia match -consider the feasibility of a champion/contender concept similar to boxing
3. Existing partners servicing	To nurture our partner relationships through regular reporting (pre/after events, BEC Magazine send to them regularly) and by VIP invitations to our major events as well as any other hospitality events organised by BEC.	-high level hospitality at major events -report sent to partners no later than 1 month after event
4. Branding badminton	Evaluating and developing existing brand guidelines and monitor and ensure proper implementation.	-ensure full compliance with BEC branding manual wherever possible
5. Media platforms	Global reach through development of BEC streaming platform and by ensuring relevant content. Hereunder consider revenue platforms for betting, gaming, contests and smart-TV.	-app – explore income potential -betting partnership – deliver as per contract -website – explore income potential -BEC magazine – explore income potential