



**Development and Administration Seminar
Medvode, Slovenia - 13/14 November 2009**

Day One		13 November 2009	Speaker
15:00 - 15:10	Welcome and introduction		Tom Bacher President, Badminton Europe
15:10 - 16:00	Strategic planning of Badminton Europe's development programme		Chris Harvey Deputy General Secretary, Badminton Europe
16:00 - 16:15	Information: New umpire regulation for Circuit tournaments		Peter Tarcala Director for Sport, Badminton Europe
16:15 - 17:00	Marketing in Badminton		Brian Agerbak General Secretary, Badminton Europe
17:00 - 17:30	Break		
17:30 - 18:15	Governments and Major Events; why do governments support sport events and what outcomes do they seek to achieve?		Simon Morton Head of Events, UK Sport
18:15 - 19:00	Policing Sports betting		Khalid Ali European Sports Security Association

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Day Two		14 November 2009	Speaker
10:00 - 10:30	Welcome: One Sport - One Brand		Christine Skropke Director for Marketing, Badminton Europe
10:30 - 11:15	Government support for National Sport Federations		Marko Rajster Director General for Sport Slovenian Ministry of Education and Sport
11:15 - 11:30	Break		
11:30 - 12:30	Being an asset for a sponsor		Poul-Erik Hoyer Vice President, Badminton Association of Denmark Director of Nordsjaelland Handball Club
12:30 - 13:30	Lunch		
13:30 - 15:00	Sponsoring: a tool for institutional communications. And a potential source of revenue for Badminton		Jean-Baptiste Felten Owner and CEO of Felten and Cie
15:00 - 15:15	Break		
15:15 - 16:15	Workshop "Sponsoring"		Jean-Baptiste Felten
16:15 - 18:00	Presentation / Discussion		Christine Skropke / Jean-Baptiste Felten
18:00	Close		
19:30 - 22:00	Evening dinner for all seminar delegates		