



Example of a Representative Visit

We are doing this for you!

BASIS



Example of a Representative Visit





How BEC can help on communication

What can we do for our Member Associations?

- Advice on how to make content for platforms like:
 - Website
 - Social media
 - Video/Text/Audio
 - Magazine
- Advice on how to make daily content at events and in the office
- Advice on how to use social media platforms

How BEC can help on communication

A bit of fun to start with
– make some content
which can put a smile
onto people's lips!

Olympic final


29-29 in the third set. Your partner is serving.

Who do you pick?



How BEC can help on communication

We/you all have a website – create some content about your players, and WITH your players. Use/get some quotes if possible



Mette Poulsen played against the Indian badminton star Saina Nehwal in R1 of Hong Kong Open. (Photo: BadmintonPhoto)

[Del](#) [Synes godt om 47](#) [Tweet](#)

Poulsen: I felt like I could have won

Date: 11/22/2017 4:13 PM
Published by : Emma Lollike

The reigning national champion had quite a challenging opponent in the first round of YONEX-SUNRISE Hong Kong Open.

Saina Nehwal from India has an Olympic bronze medal from 2012 and a world championship medal in silver from 2015, but on Wednesday morning, local Hong Kong time, she was "just" Mette Poulsen's opponent.

- I did feel surprisingly well in there. I actually felt like I was in control for the most parts of the match. I was well prepared for her strengths and put up a tough defense on court, Poulsen, 24, says to Badminton Europe.

Her focus and calm game on court made the match a close affair which unfortunately ended with an Indian victory; 21-19, 23-21.

How BEC can help on communication

Have you ever tried this? It is a lot of fun – also for the players – and it is not too difficult to get started!

BEC Podcast [PLAY ALL](#)



BEC Podcast (E13): Anders Antonsen - Being the Next

Badminton Europe
1.4K views • 1 week ago



BEC Podcast (E12): Brice Leverdez - It's hard to stand

Badminton Europe
1K views • 1 week ago



BEC Podcast (E10): Lauren Smith & Marcus Ellis - British

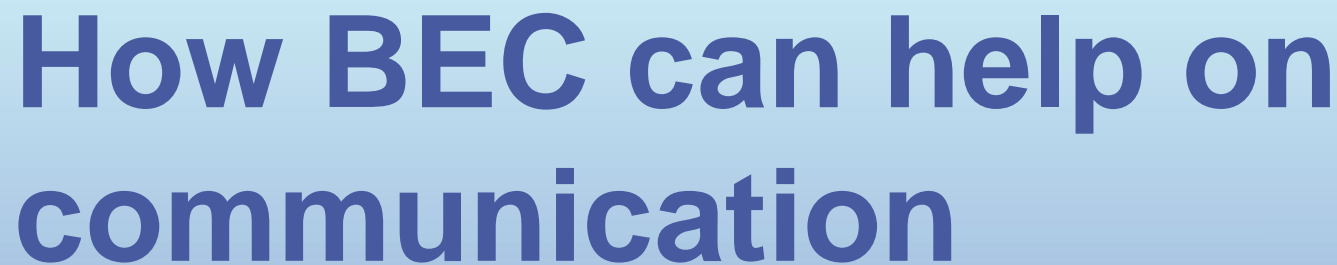
Badminton Europe
2.3K views • 4 weeks ago



How BEC can help on communication

What else can we do for our Member Associations?

- Advice on how to get a overview and plan for your communication
- Advice on how to cover an event and/or daily activities



Communication Calendar - Month overview

[illegible]

How BEC can help on communication

And let people know what you plan to do for each activity!

Communication Plan				
Project	People to contact	Person in charge	Deadline	Deadline
			Jan	Feb
Board meeting			Jan 20th	
<i>Tasks:</i>				
Preview article on website	KK	XX	Jan 19th	
Facebook photo album	UU(Photographer/Agency)	XX	Jan 20th	
Video interview on Facebook	PP	XX	Jan 20th	
Wrap up article on website	KK	XX	Jan 21th	
People to contact: YY and WW	YY + WW			
Participation Thomas/Uber Cup Qualification				Feb 10-14
<i>Tasks:</i>				
Media contact	RR	QQ		Feb 1st
Preview article on website - Coach	EE	XX		Feb 8th
Preview article on website - Player	TT	XX		Feb 9th
Facebook post before match		QQ+XX		Feb 10-14
Facebook photo album	UU(Photographer/Agency)	QQ+XX		Feb 10-14
Match article on website	EE+TT+II	XX		Feb 10-14
Video interview on Facebook	EE	QQ		Feb 10-14
Wrap up article on website	EE+TT	XX		Feb 15th



How BEC can help on communication

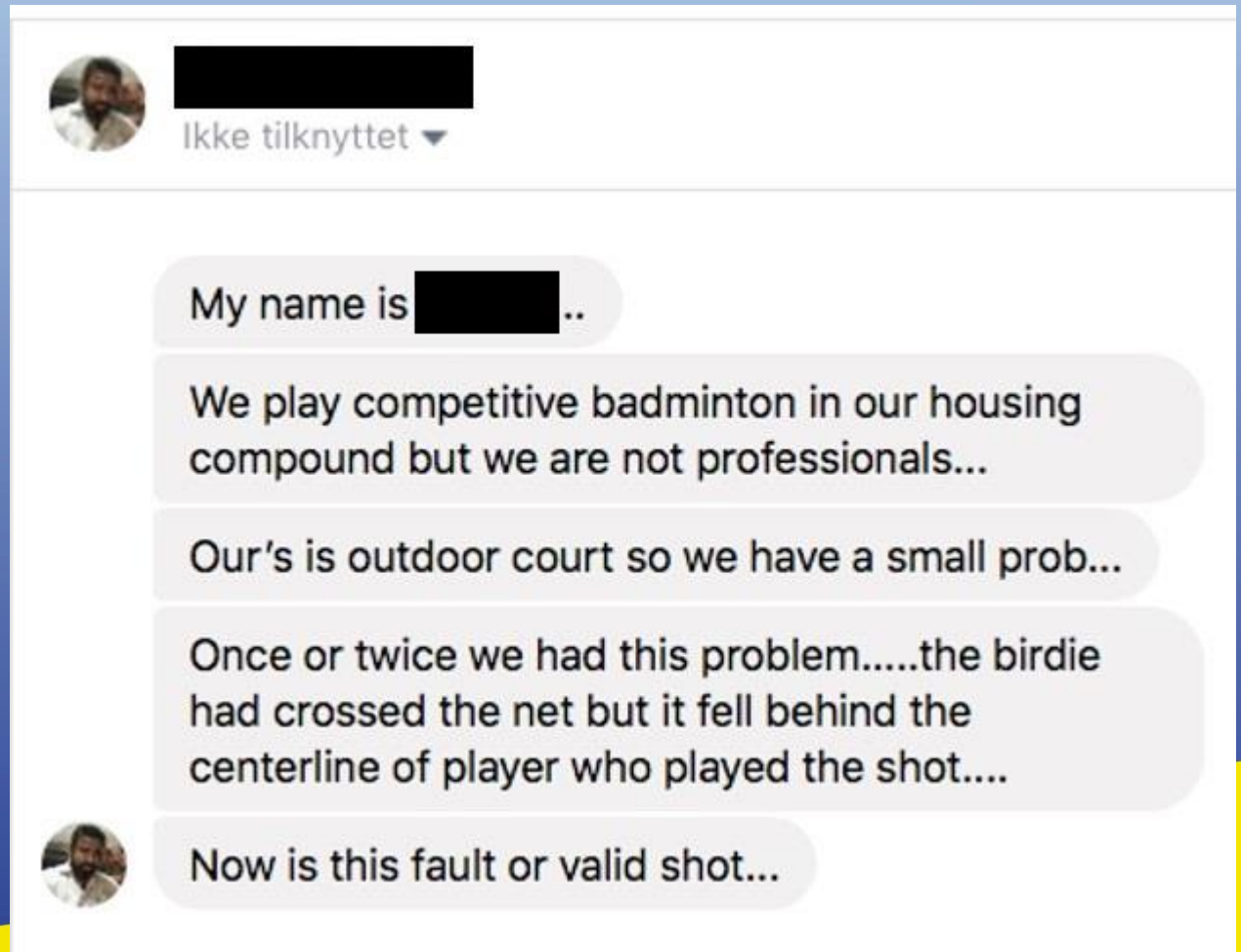
And we still feel we can do more for our Member Associations!

- Advice on how to deal with fans and other stakeholders regarding communication
- Advice on how to get badminton in local and national media
- Media training of Senior Management



How BEC can help on communication

We can help you how to deal with enquiries – both the supportive ones, the critical ones – and the funny ones...





How BEC can help on communication

We can also do something for your players – if you want us to:

- Advice on how to build a brand
- How to use social media as a professional badminton player
- How to act like a professional badminton player
- How to build a brand from a young age

- Advice on how to deal with fans and other stakeholders regarding communication

- Media training

How BEC can help on communication

A good example from the
BEC Centre of Excellence!

Elias Nicolaou from Cyprus



Elias Nicolaou

7. april kl. 11:37 · 🌐

Hey guyz,

I am finally back on court, practicing in the "Center of Excellence". I am so happy I can practice again full time after a long period of being out because of my injury. This is a new beginning, the injury is in the past and now I am ready to fight for my goals!

P.S NEVER GIVE UP!... [Se mere](#)



287 visninger



How BEC can help on communication

And another one – Lilit Poghosyan from Armenia



lilit.poghosyan • Following

lilit.poghosyan Lost to a girl from Malaysia. I know I could have been better but there are some things I just can't control. I know I CAN be better...and that just keeps me going 💪 ... The story goes on...🏸🏆
Photo by Mark Phelan/Badminton Europe
#togetherwecan #kawasakisportseurope
#kawasakiathlete #FinnishOpen

blesson.padhi Go girl 💖

ulrichlanes 🍌🍌🍌

rumahbadmintonbekasi 🍌🍌🍌



210 likes

5 DAYS AGO

Add a comment...



Thank you!

