

# BADMINTON EUROPE 2019 MEMBERS' FORUM

PART 1: PRESENTATIONS

PART 2 : COMMISSION CLINICS



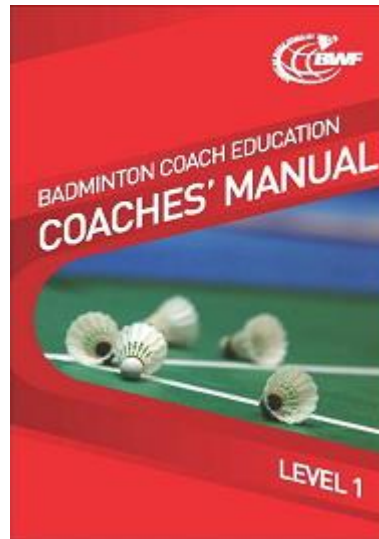
26<sup>TH</sup> APRIL 2019  
KIEV, UKRAINE



# **IMAGINE 2023 DIGITALIZATION**

# 2015 we set strategic goal

1 million registered players by 2020



# Strategic goal progress

REACH 1 MILLION REGISTERED PLAYERS BY 2020

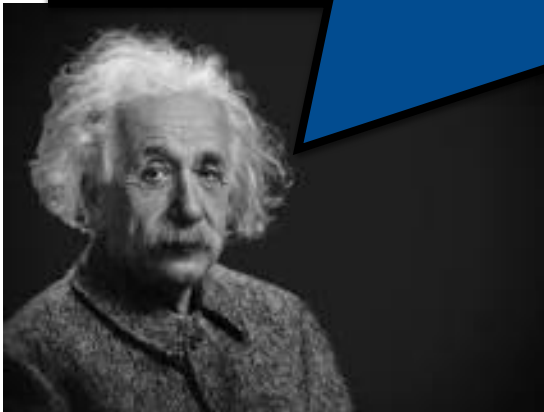
2015	2016	2017	2018	2019	2020
846.000	835.000	862.000	851.000	???	1.000.000



# Change what doesn't work

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Albert Einstein (might have said):  
**The definition** of insanity is doing the  
same thing over and over again, but  
expecting different results



# Can you imagine 2023

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Can you imagine what the world looks like in 2023?

DIGITALIZATION

TECHNOLOGY

OPPORTUNITIES

DISRUPTION

DIGITAL NATIVES

TRANSFORMATION

MOBILE FIRST



# BEC digital journey

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BEC MANAGER APP 1+2

BADMINTON LIVE APP 1

CENTRAL DATABASE

DIGITAL STRATEGY

SEGMENTATION

BADMINTON MANAGER APP 3

BADMINTON LIVE APP 2

DIGITAL PLATFORM TENDER

IMAGINE 2023

# Imagine 2023 mission

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## Mission

To increase the number of registered players in Europe by creating a value proposition to the non-registered playing population mainly around tournament participation





# Imagine 2023 mission

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**How can we achieve the mission goal?**

**By creating SYNERGIES!**

**There are a significant number of players who are not registered but yet they take part in tournaments**

**The key stakeholders around tournaments are:**

**Players**

**Tournament organisers**

**Member Associations**

**Badminton Europe**

**We need those key stakeholders to work together and create synergies**

**How can we create SYNERGIES?**

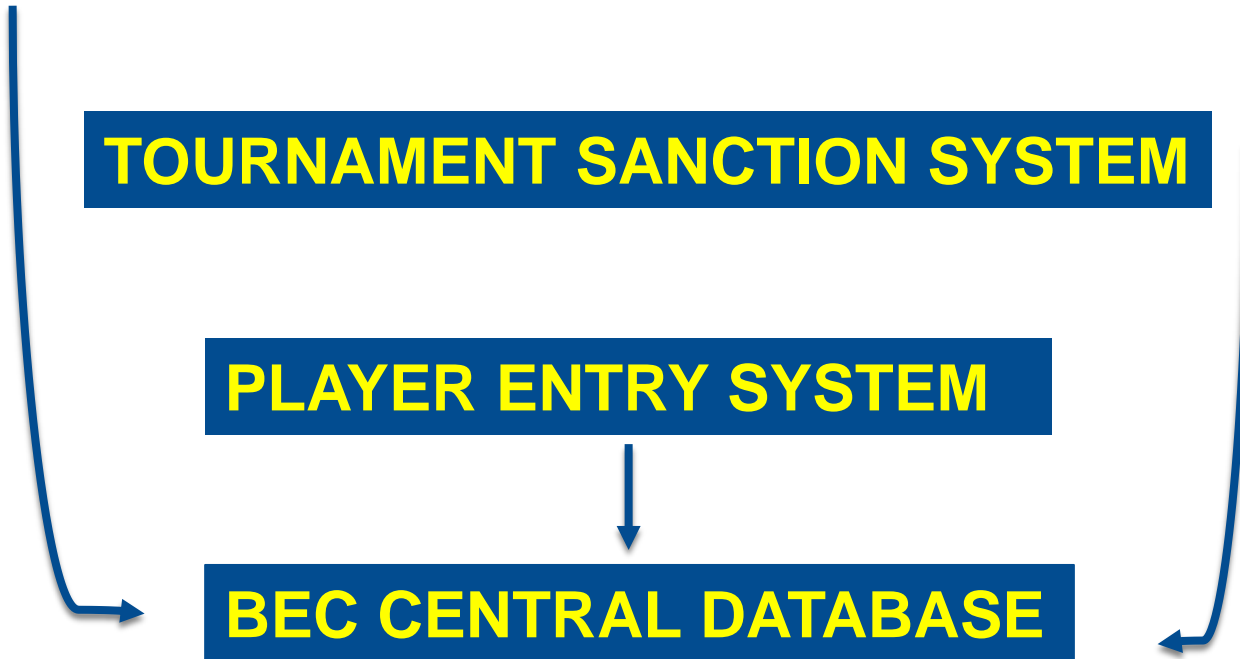
**By introducing an IT Platform!**

**CENTRAL PLAYER REGISTRATION SYSTEM**

**TOURNAMENT SANCTION SYSTEM**

**PLAYER ENTRY SYSTEM**

**BEC CENTRAL DATABASE**





# Central Player Registration System

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## CENTRAL PLAYER REGISTRATION SYSTEM

### MA PLAYER REGISTRATION SYSTEM

1. It appears that some MAs do not have a player registration system

2. It appears that some players are playing international tournaments without being affiliated to their MA



# Central Player Registration System

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We introduce a players registration system which can be used by Member Associations and/or by BEC

In the central players registration system players can register individually



# Central Player Registration System

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**BEC MEMBERSHIP/PLAYER REGISTRATION TOOL**



**MEMBER ASSOCIATION  
ADOPTS SYSTEM**

**MEMBER ASSOCIATION  
KEEP OWN SYSTEM**



**DOMESTIC LICENSE**



**DOMESTIC LICENSE**

**BEC LICENSE**

# Central Player Registration System

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What is CPRS ??

A platform for players to  
register individually

Simple

MA flexible

Localised  
through different  
language  
groups

Yearly registration  
fee



# Tournament Sanction System

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We introduce a tournament sanction system where MA's or tournament organisers can have their tournaments sanctioned and information published



# Tournament Sanction System

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1. Tournaments not sanctioned by BWF
2. Tournaments with international entries
3. National tournaments if MAs wish to
4. MAs to encourage organisers to use system
5. Organisers apply through web portal

# Tournament Sanction System

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TOURNAMENT SANCTION SYSTEM

AGREEMENT WITH MEMBER ASSOCIATION

NATIONAL TOURNAMENTS

INTERNATIONAL TOURNAMENTS

MA LICENSE REQUIRED TO PLAY

BEC LICENSE REQUIRED TO PLAY

# Tournament Sanction System

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What is TSS ??

A platform for the  
tournament organisers

Flexible / web  
portal

Online entry  
necessary

Encourage  
organisers  
through MAs

Entry fees  
guaranteed







# Player Entry System

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We introduce a tournament entry system where players can enter into tournaments which are sanctioned and published via the tournament sanction system



# Player Entry System

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Players with BEC Licence can enter directly

Only online entries

Entry fee paid at registration

Entry fee paid to BEC

BEC transfers entry fee to organiser

# Player Entry System

INTERNATIONAL TOURNAMENT

ENTER

BEC LICENSE

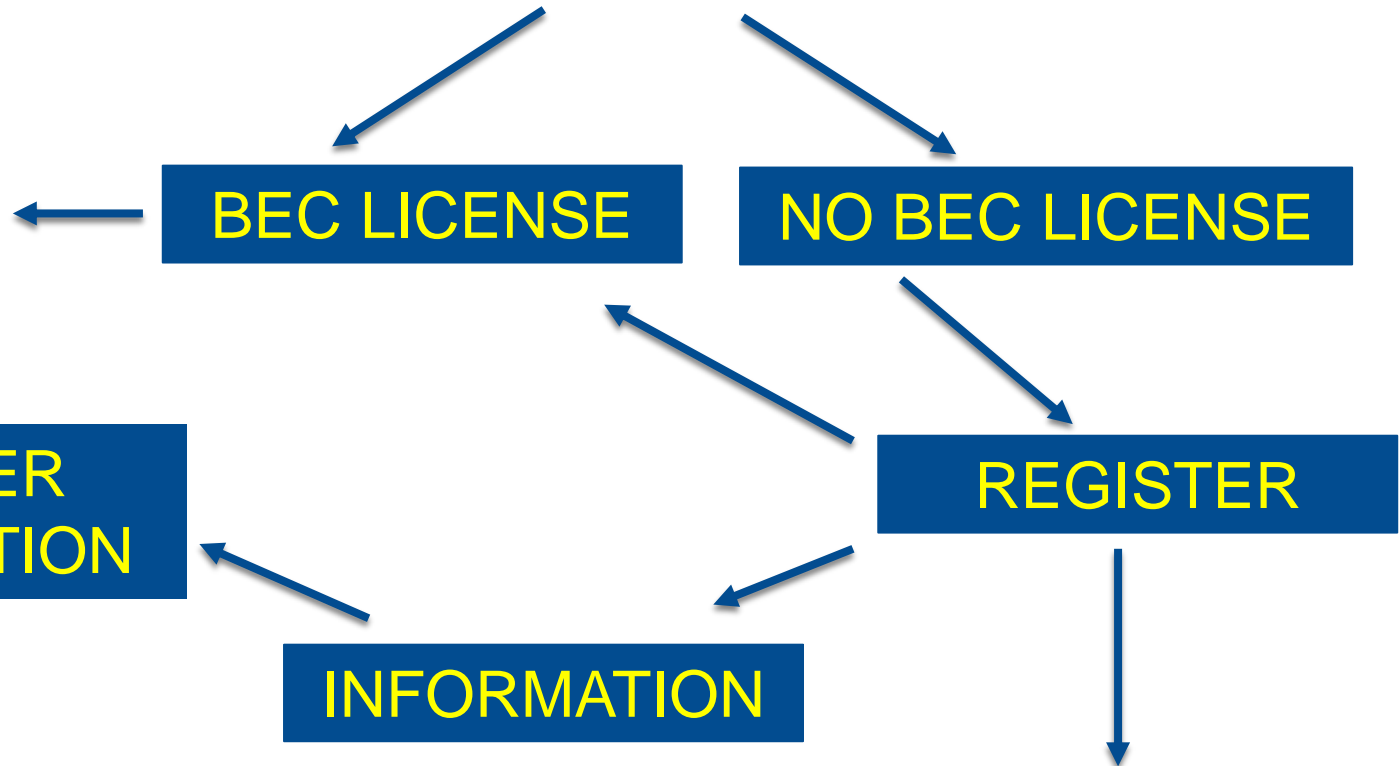
NO BEC LICENSE

MEMBER  
ASSOCIATION

REGISTER

INFORMATION

BEC CENTRAL DATABASE



# Player Entry System

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What is PES ??

A platform for the players to  
enter any TSS tournament

We join  
CPRS & TSS

Payment  
gateway

Open to all  
CPRS players

App for  
simplification

# Other opportunities

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Tournament management system

Different levels of amateur tournaments

Rankings

Community

Digital passport

Loyalty card - benefits

# Business model

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BEC DEVELOPS SYSTEM



AGREEMENT WITH MEMBER ASSOCIATION



BENEFITS



FREE SYSTEM



VISIBILITY FOR  
TOURNAMENTS



KICKBACK ON  
LICENSE FEES



NEW FEATURES



KICKBACK ON  
TRANSACTION FEES



## Back to synergies

### All key stakeholders benefit:

Players

Tournament organisers

Member Associations

Badminton Europe

**WIN – WIN for everyone !**

# BEC central database

OTT STREAMING PLATFORM

BEC TICKET PLATFORM

BEC WEBSHOP

IMAGINE 2023

BEC

SE

BEC AUCTION PAGE

BADMINTON LIVE 2

SIGN UP FOR NEWSLETTER

BADMINTON MANAGER APP 3

Single  
Customer  
View



The diagram illustrates a central database architecture. A large teal circle in the center is labeled 'Single Customer View'. Surrounding this central hub are eight rectangular boxes, each representing a different platform or service. Arrows point from each of these boxes towards the central circle, indicating that all these services interact with or feed data into the central database. The boxes are: 'OTT STREAMING PLATFORM' (top left), 'BEC TICKET PLATFORM' (top right), 'BEC WEBSHOP' (middle left), 'IMAGINE 2023' (middle right, highlighted in yellow), 'BEC' (bottom left), 'SE' (bottom right), 'BEC AUCTION PAGE' (bottom left, below BEC WEBSHOP), and 'BADMINTON LIVE 2' (bottom right, below IMAGINE 2023). At the very bottom, two more boxes are present: 'SIGN UP FOR NEWSLETTER' and 'BADMINTON MANAGER APP 3', which are not connected to the central hub by arrows in this specific diagram.

# 2024 strategic goal

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1 million registered players by 2024

1 million users in BEC Central Database by 2024

“We need to work together to create the synergies and to achieve the strategic goals”

IMAGINE 2023

# Questions

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