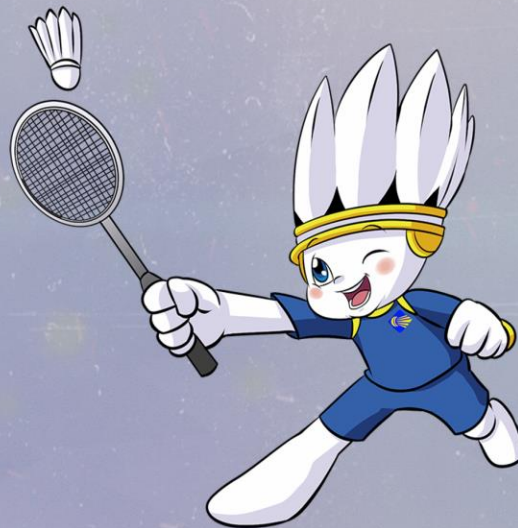


BADMINTON EUROPE 2019 MEMBERS' FORUM

PART 1: PRESENTATIONS

PART 2 : COMMISSION CLINICS



26TH APRIL 2019
KIEV, UKRAINE



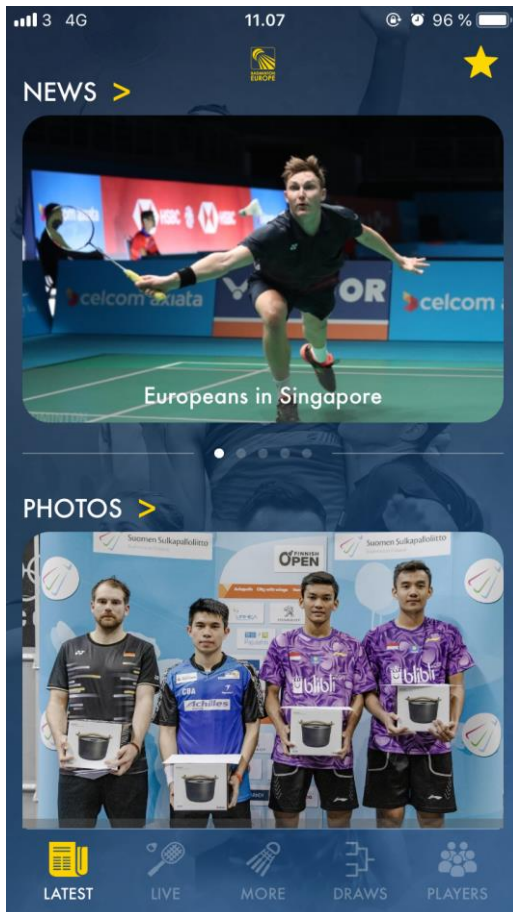


Badminton Live & Badminton Europe's platforms

The app of Badminton Europe

- +20,000 users
- Growing every week
- Promoting platform for the sport of badminton in Europe

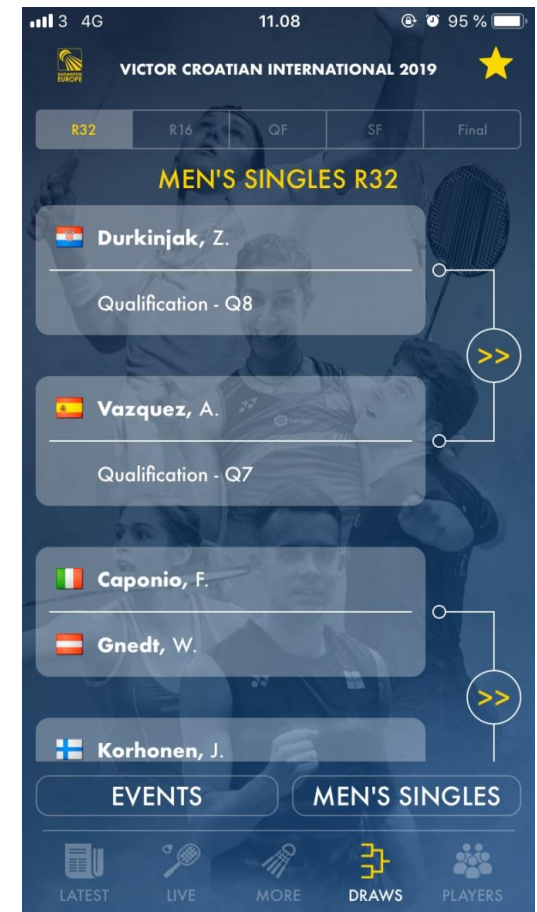
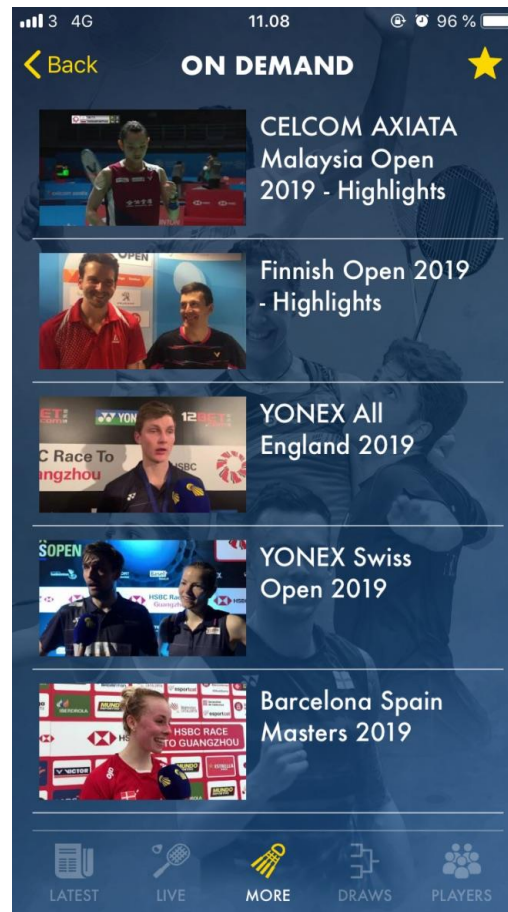
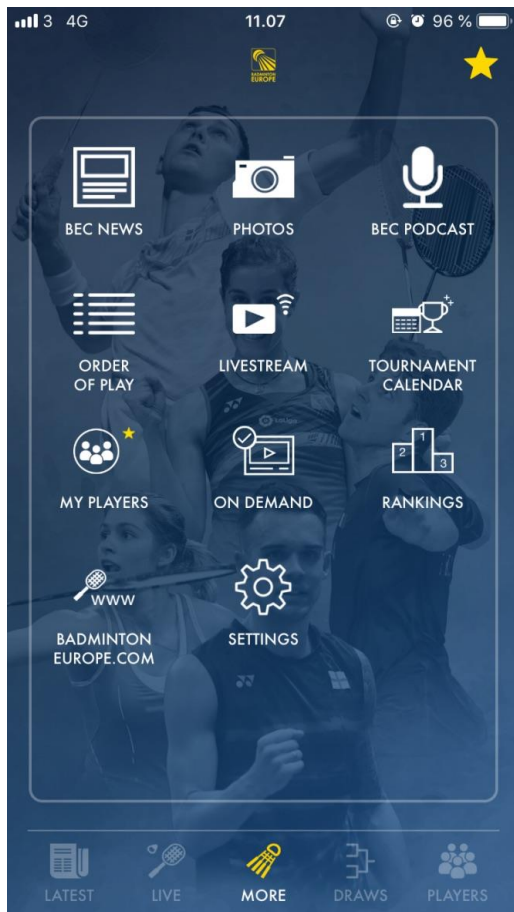
News and photos



Tournament calendar, live streaming and score



Videos, Photos, Order of play and Draws



European and World Rankings

3 4G 11.08 95%

< Back RANKINGS ★

EUROPEAN RANKING WORLD RANKING

RANK	COUNTRY	PLAYER	POINTS
1	BUL	Gabriela Stoeva	64000
	BUL	Stefani Stoeva	
2	DEN	Maiken Fruergaard	47088
	DEN	Sara Thygesen	
3	RUS	Ekaterina Bolotova	41163
	RUS	Alina Davletova	

WOMEN'S DOUBLES

LATEST LIVE MORE DRAWS PLAYERS

3 4G 11.08 95%

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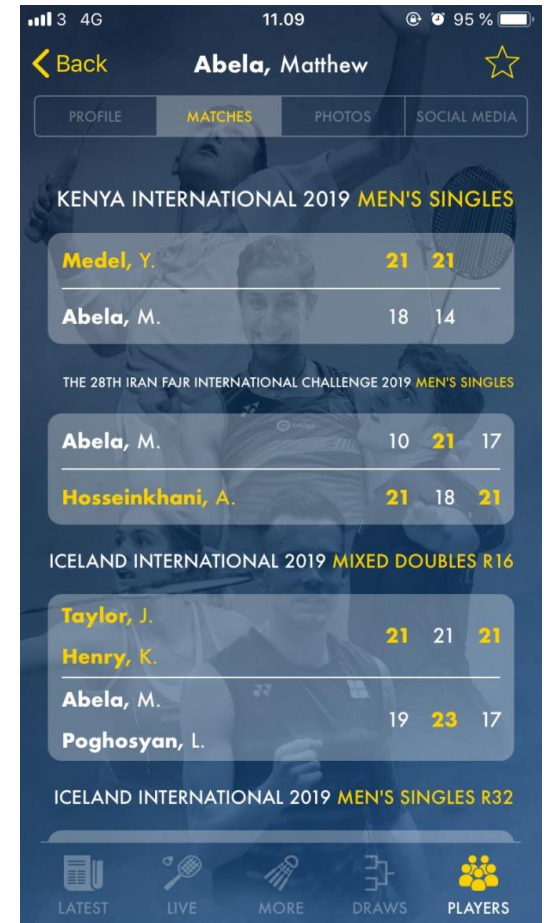
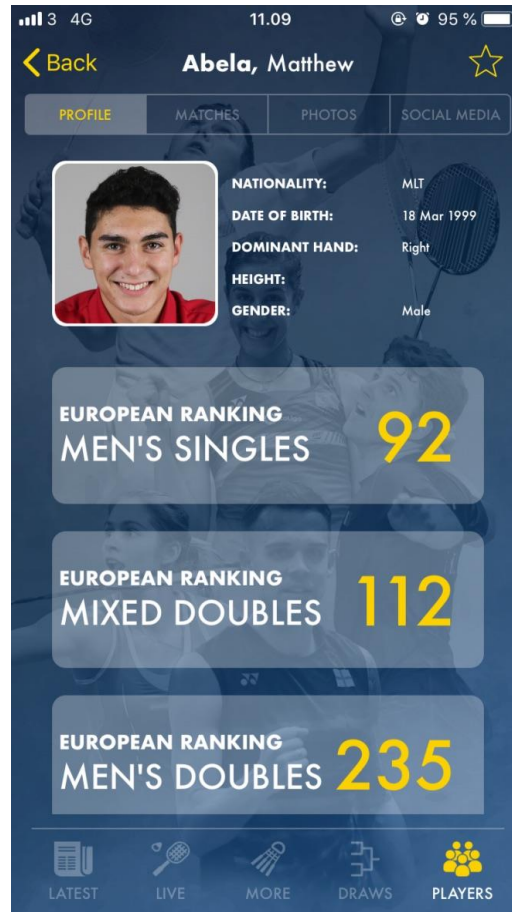
EUROPEAN RANKING WORLD RANKING

RANK	COUNTRY	PLAYER	POINTS
188	LUX	Mattias Sonderskov	1020
189	IRL	Mark Brady	1010
190	RUS	Mikhail Ghelashvili	990
190	UKR	Glib Beketov	990
190	RUS	Anton Ivanov	990
193	BUL	Iliyan Stoynov	980

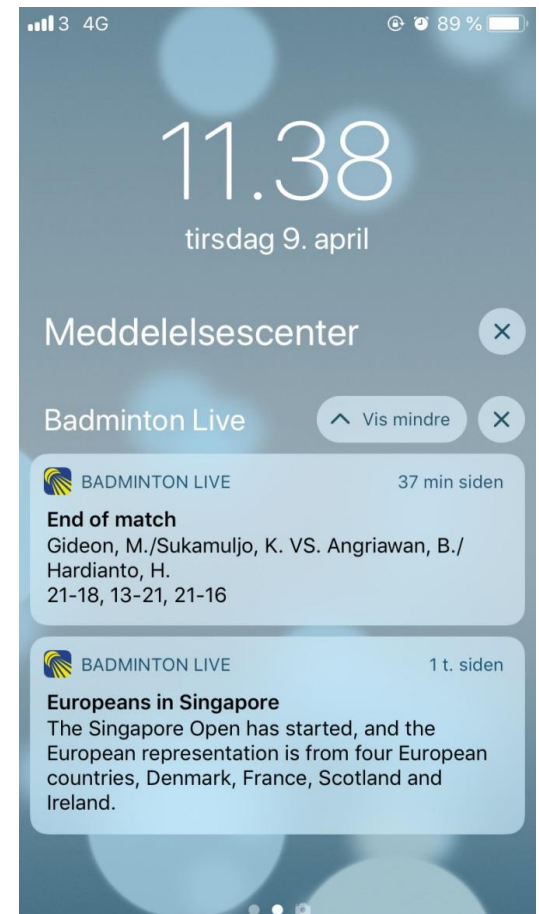
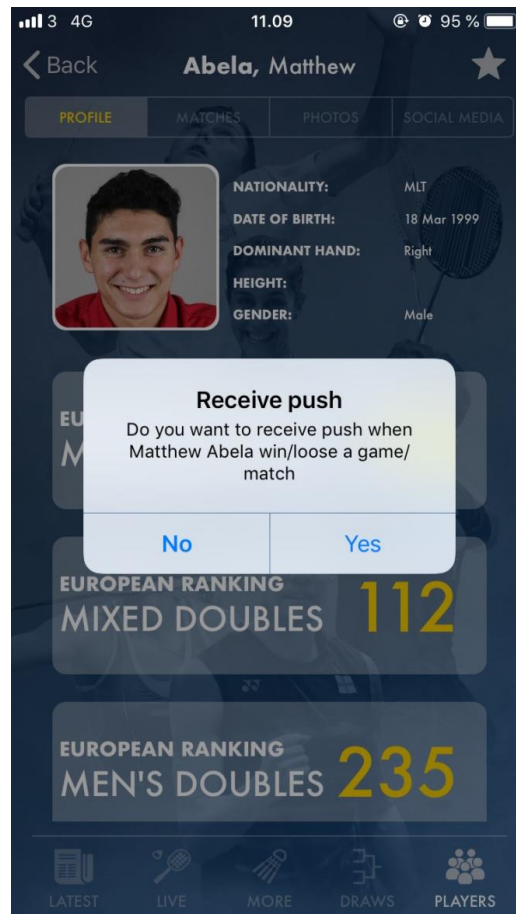
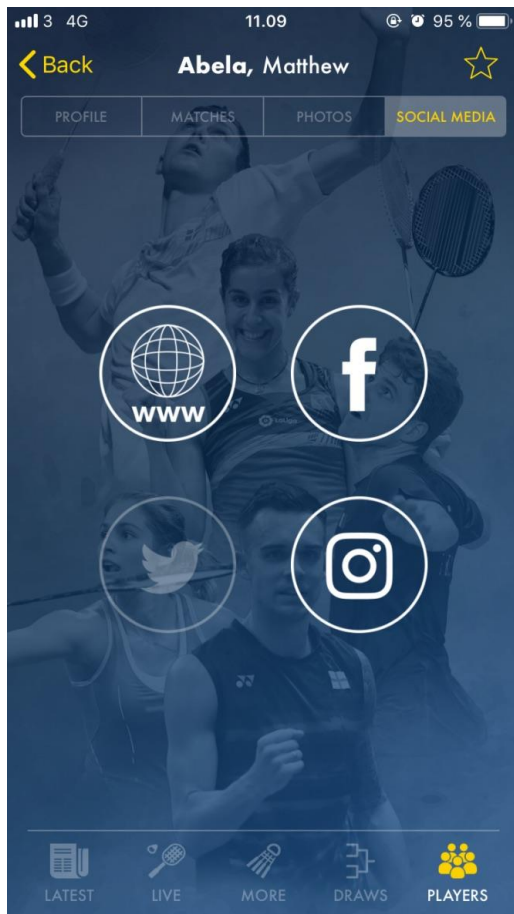
MEN'S SINGLES

LATEST LIVE MORE DRAWS PLAYERS

Player profiles



Follow the stars



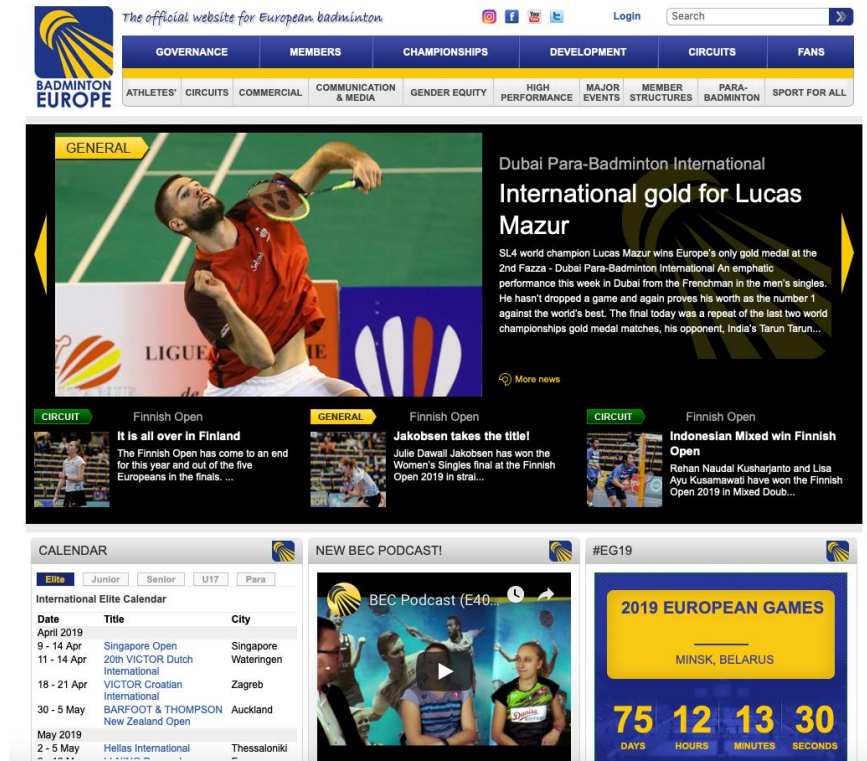
Help to promote your players:

- Tell your players that they have a profile in the app
- The fans can follow and get the latest updates
 - = fanbase of your players grows

Not only Badminton Live

Digital platforms of Badminton Europe:

- Facebook:
- Instagram:
- YouTube:
- Twitter:
- Website:



The screenshot shows the official website for European badminton. The header includes the Badminton Europe logo, the tagline "The official website for European badminton", and social media icons for Instagram, Facebook, YouTube, and Twitter. A navigation menu lists various categories: GOVERNANCE, MEMBERS, CHAMPIONSHIPS, DEVELOPMENT, CIRCUITS, and FANS. Below this, a secondary menu lists specific areas: ATHLETES, CIRCUITS, COMMERCIAL, COMMUNICATION & MEDIA, GENDER EQUITY, HIGH PERFORMANCE, MAJOR EVENTS, MEMBER STRUCTURES, PARA-BADMINTON, and SPORT FOR ALL. The main content area features a large article titled "Dubai Para-Badminton International" with a sub-headline "International gold for Lucas Mazur". The article text mentions that SL4 world champion Lucas Mazur won Europe's only gold medal at the 2nd Fazza - Dubai Para-Badminton International. Below the main article, there are three smaller news snippets: "Finnish Open" with the headline "It is all over in Finland", "Finnish Open" with the headline "Jakobsen takes the title!", and "Finnish Open" with the headline "Indonesian Mixed win Finnish Open". At the bottom, there is a "CALENDAR" section with tabs for Elite, Junior, Senior, U17, and Para, and a "NEW BEC PODCAST!" section featuring a video player for "BEC Podcast (E40...)". On the right, there is a "#EG19" section for the "2019 EUROPEAN GAMES" in Minsk, Belarus, showing a countdown timer: 75 DAYS, 12 HOURS, 13 MINUTES, and 30 SECONDS.

Reach: +400,000 people weekly

You can influence

How you can get content on BEC's platforms:

- Send your press releases to BEC
- Send your pictures and/or videos to BEC
- Let BEC know if you have live streaming – it might be relevant

You can influence

- BEC wants to promote the MA's and the sport of badminton
- BEC does not know everything that is going on
- BEC cannot be on site for everything
- BEC does not need much to promote your content

What kind of content

- Press releases

All we need from you :

- text in English
- 2-3 paragraphs of facts
- 2-3 quotes
- Picture if possible

What kind of content

- Press release examples:

MEDIA RELEASE – FOR IMMEDIATE USE



PERSBERICHT BADMINTON NEDERLAND

Nieuwegein, 1 april 2019

Assistent-bondscoach Jonas Lydych stopt bij Badminton Nederland

Badminton Nederland en assistent-bondscoach Jonas Lydych gaan uit elkaar. De 39-jarige Deen heeft aangegeven terug te willen naar zijn geboorteland Denemarken en te stoppen als assistent-bondscoach van de Nationale badmintonselectie op Papendal. Lydych, die in september 2016 is begonnen, zal nog tot medio juli 2019 in dienst blijven en de spelers voorbereiden en klaarstomen voor de Europese Spelen in Minsk.

Jonas Lydych is de huidige coach van o.a. Nederlands kampioen Mark Caljouw. In oktober 2018 kreeg hij de zilveren erepenning voor bijzondere wedstrijdverdienste vanwege de bronzen medaille bij de Europese Kampioenschappen in het mannen- en vrouwendubbel.

"Het is ontzettend jammer dat Jonas ons gaat verlaten, maar we begrijpen goed dat hij graag dichtbij thuis, zijn familie en vrienden wil zijn. Ik weet zeker dat deze periode van werken met de Nationale selectie van grote waarde is geweest voor hem en wens hem het allerbeste toe in Denemarken. Het vertrek van Jonas zorgt voor een lege plek in de coach pool die ingevuld moet worden en zo de mogelijkheid biedt aan een andere talentvolle coach om bij te dragen aan onze Olympische Tokyo 2020 ambities" zegt Technisch Directeur Victor Anfiloff.

Badminton Nederland and assistant-bondscoach Jonas Lydych will end their cooperation. The 39 year old Lydych has said that he wants to return to his homeland Denmark and to stop as assistant-bondscoach of the National team on Papendal. Lydych, who start this function in September 2016 will stay till July 2019 to prepare the players for the European Games in Minsk.

Jonas Lydych is now coach for Dutch National Champion Mark Caljouw. In October 2018 he was honoured by Badminton Nederland for the bronze medals in man and women doubles during the European Championships 2018.

Technical Director Victor Anfiloff: "For sure it is a pity to lose Jonas, but we understand that there is no place like home. I am sure that the experience working with the Dutch National team has been of great value to Jonas and we wish him the best of luck in Denmark. Through this decision there will be a hole in our coaching pool that needs to be filled and this will present a great opportunity for another talented coach to add value to our Tokyo Olympic ambitions."

Lindsey Ireland successfully defended her under 17 girls' singles title today at the U13/17 National Junior Badminton Championships at Ravenscraig Regional Sports Facility in Motherwell.

And she went on to win a title treble of singles, doubles and mixed while in the under 13 events Renfrew's Iona Muir also won a clean sweep of trophies.

Ireland (Aberdeen) defended her singles title without dropping a game, with her hardest match coming in the semi-finals where she won 21-14 21-17 to end Brooke Stalkers campaign.

What kind of content

Badminton Scotland:

“Badminton Europe are very good at using material that I provide, and this means that our audience is significantly increased. It can be very difficult to access audiences outside Scotland and the UK without the help offered by Badminton Europe’s platforms”

What kind of content

- Videos (preferred) and pictures
 - Funny/good rallies from practice or tournaments
 - Promotion videos
- Links to streaming

A lot will go online

Will everything you send us be published?

No, but a lot of it will

Questions





Reach out

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Phone: +4522128044

Facebook: <http://www.facebook.com/rasmusmbech>