

# BEST PRACTICES



**BEC MAJOR EVENTS**

**Jimmy Andersen**



# EMTC19





# EMTC19

- No host found 6 months before the event
- Cooperation between Badminton Denmark and BEC to have the event take place
- BEC had a more prominent role than usually as tournament organisation



## 2019 EUROPEAN MIXED TEAM CHAMPIONSHIPS





# EMTC19

- Full BEC staff present on site
- CoE players included as volunteers and line judges
- Additional volunteers found amongst personal friends and family
- Shadow Program (part of BASIS)





# EMTC19 – GOOD PRACTICES

- Volunteers





# EMTC19 – GOOD PRACTICES

- Volunteers
  - Briefing every morning: information – schedule – explanation of tasks
  - Clear overview of different positions and tasks
  - Rotation every hour (motivation!)
  - 2 people at the same location if possible (social interaction, breaks,...)
  - Turboteam
  - Ask preferences of volunteers!
  - Positive experience = they will come back and bring friends!



# THURSDAY 14 FEBRUARY

Ticket sale / Information		Bracelets at entrance		Hall Way		Practice Venue		Volunteer room		Catering room	
09:00-10:00	-	09:00-10:00	-	09:00-10:00	-	09:00-10:00	-	09:00-10:00	-	09:00-10:00	-
10:00-11:00	-	10:00-11:00	-	10:00-11:00	-	10:00-11:00	Laura M	10:00-11:00	-	10:00-11:00	-
11:00-12:00	-	11:00-12:00	-	11:00-12:00	-	11:00-12:00	Gloria	11:00-12:00	-	11:00-12:00	-
12:00-13:00	-	12:00-13:00	-	12:00-13:00	-	12:00-13:00	Laura M	12:00-13:00	-	12:00-13:00	Per
13:00-14:00	Lisa, Charlotte	13:00-14:00	Katrine, Karyna	13:00-14:00	Camilla	13:00-14:00	Gloria	13:00-14:00	Littau	13:00-14:00	Kestutis
14:00-15:00	Lisa, Charlotte	14:00-15:00	Katrine	14:00-15:00	Gloria, Karyna	14:00-15:00	-	14:00-15:00	Preben	14:00-15:00	-
15:00-16:00	Katrine, Charlotte	15:00-16:00	-	15:00-16:00	Adnan, Per	15:00-16:00	-	15:00-16:00	Gloria	15:00-16:00	-
16:00-17:00	Katrine, Charlotte	16:00-17:00	-	16:00-17:00	Per, Adnan	16:00-17:00	-	16:00-17:00	Povl	16:00-17:00	-
17:00-18:00	Nina, Charlotte	17:00-18:00	Aidan, Karsten	17:00-18:00	Camilla, Lisa	17:00-18:00	-	17:00-18:00	Preben	17:00-18:00	Kestutis
18:00-19:00	Nina, Charlotte	18:00-19:00	Karsten, Katrine	18:00-19:00	Elena, Per	18:00-19:00	-	18:00-19:00	Toni	18:00-19:00	Karyna
19:00-20:00	Nina, Charlotte	19:00-20:00	Povl	19:00-20:00	Karsten, Katrine	19:00-20:00	-	19:00-20:00	Karyna	19:00-20:00	-
20:00-21:00	Charlotte	20:00-21:00	-	20:00-21:00	Adnan, David	20:00-21:00	-	20:00-21:00	Povl	20:00-21:00	-
21:00-end	-	21:00-end	-	21:00-end	Aidan	21:00-end	-	21:00-end	Elien	21:00-end	-

Main Venue		Smashy		Turbo-team / On call		Warm-up venue		Magazines		BEC booth	
09:00-10:00	Luca	09:00-10:00	-	09:00-10:00	Matthieu	09:00-10:00	Aidan	09:00-10:00	-	09:00-10:00	-
10:00-11:00	Luca	10:00-11:00	-	10:00-11:00	Matthieu	10:00-11:00	Aidan	10:00-11:00	-	10:00-11:00	-
11:00-12:00	Camilla	11:00-12:00	-	11:00-12:00	Matthieu	11:00-12:00	Aidan	11:00-12:00	-	11:00-12:00	-
12:00-13:00	Karyna	12:00-13:00	-	12:00-13:00	Matthieu	12:00-13:00	Aidan	12:00-13:00	-	12:00-13:00	-
13:00-14:00	Elien	13:00-14:00	-	13:00-14:00	Kestutis	13:00-14:00	Matthieu	13:00-14:00	Lilit, Elena	13:00-14:00	Per, Laura M
14:00-15:00	Elien, Littau	14:00-15:00	-	14:00-15:00	Kestutis	14:00-15:00	Matthieu	14:00-15:00	Adnan, Elena	14:00-15:00	Aidan, Laura M
15:00-16:00	Camilla, Lisa	15:00-16:00	-	15:00-16:00	Kestutis	15:00-16:00	Matthieu	15:00-16:00	-	15:00-16:00	Elena, Laura M
16:00-17:00	Gloria, Karyna	16:00-17:00	-	16:00-17:00	Kestutis	16:00-17:00	Matthieu	16:00-17:00	-	16:00-17:00	Elien, Shaun
17:00-18:00	Adnan, Gloria	17:00-18:00	Elien, Shaun	17:00-18:00	Kestutis	17:00-18:00	Matthieu	17:00-18:00	Povl, Lilit	17:00-18:00	Per, Laura M
18:00-19:00	Camilla, Lisa	18:00-19:00	Elien, Shaun	18:00-19:00	Kestutis	18:00-19:00	Matthieu	18:00-19:00	Adnan, Kestutis	18:00-19:00	Aidan, Gloria
19:00-20:00	Camilla, Lisa	19:00-20:00	-	19:00-20:00	Kestutis	19:00-20:00	Matthieu	19:00-20:00	-	19:00-20:00	Gloria, Elena
20:00-21:00	Karsten, Katrine	20:00-21:00	-	20:00-21:00	Kestutis	20:00-21:00	Matthieu	20:00-21:00	-	20:00-21:00	Lilit, Laura M
21:00-end	Luca, Karyna	21:00-end	-	21:00-end	Tamara	21:00-end	Matthieu	21:00-end	-	21:00-end	Laura M



# EMTC19 – GOOD PRACTICES

- Fan zone
  - Different sponsor booths
  - Next to warm-up courts (close to the stars)
  - Stringing service
  - BEC booth with merchandising sales
  - Historical booth
  - Autograph sessions
  - Kids area
  - Selfie booth with collection of email addresses (data collection)
  - Exclusive experience













EVENTLEIENING.BE  
BORNE - STALE - SERVICE - PLEAS

WELKOM  
SINCE 1988

FEELING  
ORANGE  
SINCE 1988



tryk10.dk  
+45 23 87 77 19

WORKS ONLINE

BADMINTON EUROPE.COM

BADMINTON EUROPE

BADMINTON EUROPE

BADMINTON EUROPE

DO NOT DISTURB THE PLAYERS

DO NOT DISTURB THE PLAYERS



BADMINTON EUROPE

# EUROPEAN CHAMPIONSHIPS



BUY YOUR SOUVENIR'S HERE  
T-SHIRTS  
150DKK



2019 EUROPEAN MIXED TEAM CHAMPIONSHIPS  
BUY EVERYTHING WITH  
MobilePay  
644922

BUY YOUR SOUVENIR HERE!  
SMALL SMASHY  
35 DKK

BUY YOUR SOUVENIR HERE!  
BOTTLE  
40 DKK

BUY YOUR SOUVENIR HERE!  
LARGE SMASHY  
75 DKK

2019 EUROPEAN MIXED TEAM CHAMPIONSHIPS  
TICKET SALES

2019 EUROPEAN MIXED TEAM CHAMPIONSHIPS  
BUY EVERYTHING  
644922



BORDE · STOLE · SERVICE · TELTE

NAUTRONIC SCOREBOARD SYSTEM

BORDE · STO

**Tvilling VVS**  
 Hvor en aftale er en aftale  
 70 27 40 10  
 TEKNIQs GARANTIORDNING

**frb**  
**Øbar**

**YONEX**

**YONEX STRINGING TEAM**  
 ...beste Qualität und bester Service für die Besten der Besten!  
 Das YONEX Besatzungs-Team unterstützt weltweit die besten Top-Spieler.  
 Unser Besatzungsteam ist ein globales Netzwerk und umfasst über 700 Mitglieder zahlreicher Nationalitäten. Absolute Genauigkeit und maximale Servicebereitschaft haben bei uns höchste Priorität.  
 Wir sind das einzige Team weltweit, das gleichermaßen bei internationalen Top-Events der drei Sportarten Badminton, Synchronschwimmen und Tischtennis zum Einsatz kommt.  
 Im Jahr 2016 hat YONEX das BWF Superseries Turnier Badminton Besatzungsteam.

**YONEX**  
 one hundred and ten percent

**YONEX**

**YONEX STRINGING TEAM**

**YONEX**

YONEX

**EX YONEX**





Very active President, life for our Continental members, Business Club. He was also an excellent...



Tom Sachse served BBF for 24 years, from 1975, 2003 with distinction, from 1989 as a Vice President.



He contributed particularly to the business side of the game, as Chairman of the Open Badminton Committee, which initiated and developed the international grass roots system.



From 1982-2001 Tom was active in international badminton as a member of the BBF Executive Board. Tom's Presidency was an excellent success.



BBF Vice-President for 17 years







WEBSITES | SYSTEMUDVIKLING | HOSTING | APPS | IT-SUPPORT | SEO | GRAFISK DE



— MEMORY MAKER —  
**PHOTO BOOTH**  
GRIP A RACKET  
AND STRIKE A POSE

SHARING STATION  
WWW.MEMORYMAKER.DK

WWW.MEMORYMAKER.DK

YONEX

YONEX



enne plads er le  
al det være din

BE  
amel Kon

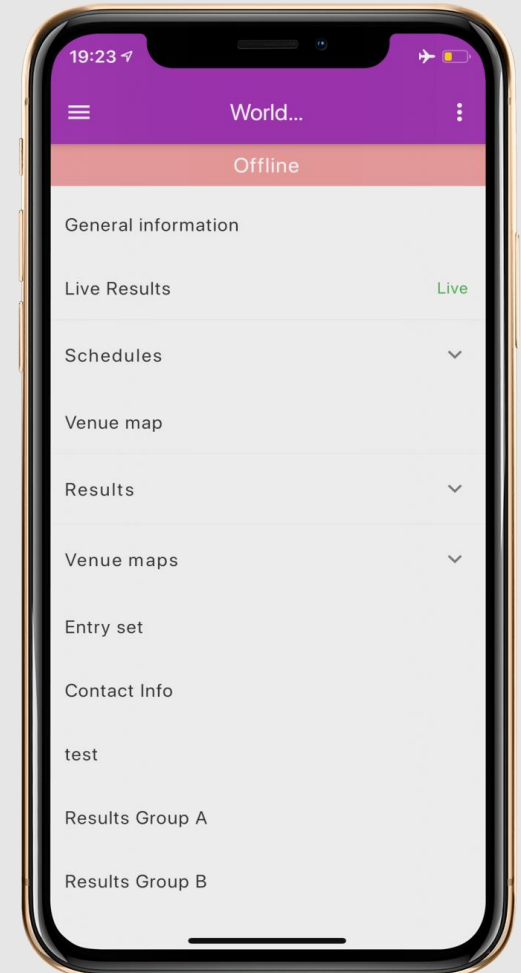




# GOOD PRACTICES - Sportity



- Sportity app is a digital infoboard which improves the flow of information and presents it in a structured way.
- Upload any pdf, jpg, link to website or just plain text and everyone who has downloaded the free app gets the information.
- Used for several BEC Major Events and also for this Congress





# GOOD PRACTICES - Sportity



- Push notifications when new information is posted
- No signup or personal information needed, just enter a password
- Documents are available offline
- Works in every language and writing
- Other features:
  - Accreditation system
  - Feedback
  - Personal documents





# HOSTING A BEC MAJOR EVENT



# COMMERCIAL VALUE

- A lot of people travelling to your country/region/city
- Hotel nights
- Live stream audience
- Social media coverage
- Commercial rights of the event (domestic TV rights, merchandising, A-boards, branding in the venue, potential name sponsorship - in agreement with BEC)





# ADDITIONAL VALUE

- Increased visibility and popularity of badminton
- Engages the local badminton community
- Getting new fans and players
- Promotes the host city/region/country as tourism destination or sports location
- Attracts (new) sponsors
- Possibility to combine with side events for schools, coaches, local clubs, sponsors
- No travel costs for your own team/players
- Engages new/more technical officials



# BEC CONTRIBUTION (+ BEC sponsors)

- Court mats and other court equipment, incl professional guidance for setup
- Shuttles
- Live score (incl equipment) and livestream
- Volunteer clothing (T-shirts, sweatshirts and caps)
- BEC support staff before and during the event
- Stringing service
- Referees travel and daily allowance
- Medals and trophy
- Tournament communication app Sportity free use
- No entry fees to be paid by hosting Member



# MAIN EXPENSES

- Venue
- Transport service
- Technical officials
- Volunteers
- Catering and accommodation for staff and volunteers



# HOW TO GET RESOURCES

- Support from government, region, city (financial grants, venue for free, free local transport etc.)
- Sponsors (financial and value-in-kind support, e.g. transport busses, water, catering etc.)
- Commission fee and/or free nights from hotels based on team bookings
- Ticket sales and merchandising
- Catering sales



# INTERESTED?

- Detailed bidding documents can be downloaded on the BEC website.
- Bids can be submitted at any time. A bid will be accepted by the Badminton Europe Board of Directors provided the bid fulfills the organizational criteria. Allocation of the event will be approved by the Board of Directors at its earliest convenience.
- For more information, please contact Badminton Europe office [events@badminton europe.com](mailto:events@badminton europe.com).



**QUESTIONS?**