



**2023 BEC CONGRESS**  
**BAKU, AZERBAIJAN**  
*Inclusive badminton*



**ENTERTAINMENT AT EVENTS**

## Badminton

“~~Football~~ is the only thing more inspiring than cinema.

You wake up in the morning, and the magic was all real.”



## EVENTS AS ENGINE OF GROWTH

Entertainment is a key to promoting the sport of badminton and ensuring a memorable experience:

- More fans
- More spectators
- Boosted ticket sales
- Attracting new sponsors
- Return on investment for current sponsors



## **BEC Strategic Plan 2021-2024:**

“...to turn our European Championships into a high-end product with a wide spectator interest and media appeal.”

## **Entertainment Commission 2021-2023:**

- Generate ideas how to raise the entertainment value of the European Championships for digital audience and spectators and raise the profile of the players.

## **Events Committee:**

- Implementation of BEC Strategic Plan



11:29

 **YONEX**

**UKRAINIAN**  
BADMINTON FEDERATION

**BADMINTON**  
EUROPE.TV

**ЕПІЦЕНТР**

**BADMINTON**  
EUROPE.TV

**ЕПІЦЕНТР**  
CERAMIC CORPORATION

**UKRAINIAN**  
BADMINTON FEDERATION

**ЕПІЦЕНТР**

**BADMINTON**  
EUROPE

**YONEX**

**UKRAINIAN**  
BADMINTON  
FEDERATION

**BADMINTON**  
**EUROPE**

## CENTRAL MATCHES CONCEPT

Central matches – an evening session on one court from first competition day at elite level Major Events

### **Why?**

- Improve the experience for spectators on first competition days
- Bring in more fans from the start of the event

### **How?**

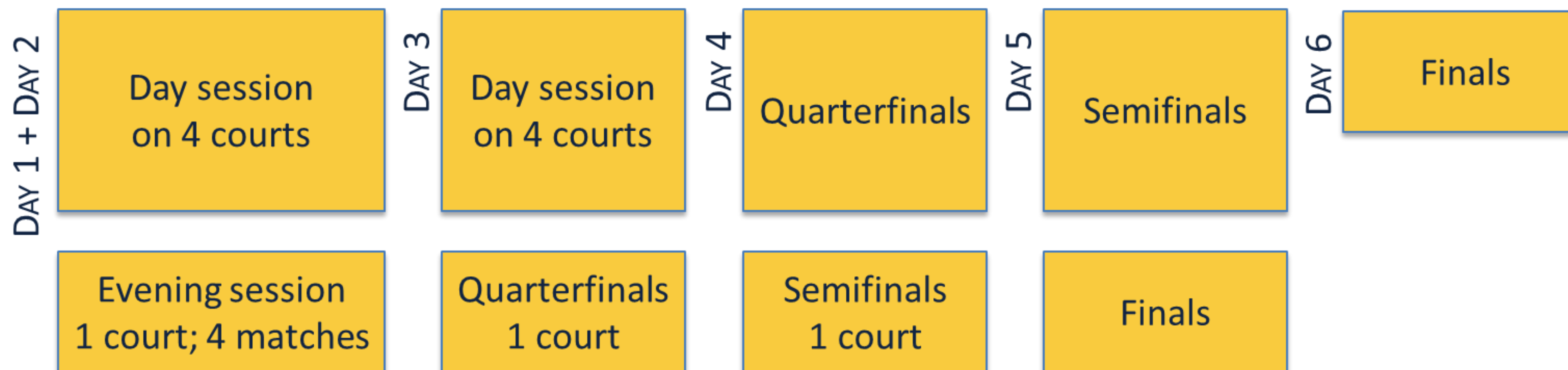
- Allows more engaging and entertaining sports presentation
- Creates a peak of interest for first competition days
- More possibilities for marketing the event
- Matches picked according to the interest of the host

# EUROPEAN CHAMPIONSHIPS

## Option a



## Option b



# EMTC

| COURT 1      | COURT 2 |
|--------------|---------|
|              |         |
|              |         |
| HOST<br>Team |         |

# EMWTC

| COURT 1            | COURT 2          | COURT 3 | COURT 4 |
|--------------------|------------------|---------|---------|
|                    |                  |         |         |
|                    |                  |         |         |
| HOST<br>Women Team | HOST<br>Men Team |         |         |



## RENEWED EMWTC COMPETITION FORMAT

- EMWTC split into Qualification and Final stage
- Qualification stage held in December
- Final stage with top 8 Men and 8 Women teams
- 5 days of exciting competition on 4 courts
- Men and Women team for host nation automatically qualified

★ *Do you want go down in history and be the first organizer of EMWTC final stage?*

# GRADE 2022



Beograd  
www.beograd.rs



Beograd  
www.b...

Republic of  
MINISTRY  
YOUTH  
AND SPO...



EUROPEAN JUNIOR

# What can we do at our European Championships to increase the entertainment level for spectators?



# How can we get fans across Europe to travel to European Championships to support their players/team?

- What can I do in my country?
- What could Badminton Europe do?





2023 BEC CONGRESS  
BAKU, AZERBAIJAN  
*Inclusive badminton*



MADRID 2022 EUROPEAN CHAMPIONS



THANK YOU