

WIFI Network: TheBristolPavilion

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Keynote Speaker: Adrian Christy, CEO of Badminton England



A Changing Role for National Governing Bodies

The day that changed our world!

- ✎ 11am, 9 December 2016!
- ✎ Target:
 - ✎ A minimum of 1 x QF
- ✎ We achieved:
 - ✎ 1 x QF
 - ✎ 5th place in Men's Singles (best GB singles result ever)
 - ✎ 1 x Bronze medal (first ever GB medal in Men's Doubles)
- ✎ An 8 year investment model – London 2012 – Tokyo 2020
 - ✎ Possible vs
- ✎ 3 months later, we were 1/3 lighter!

Our Response



What does the future hold?



Our Response

- ✎ Belief
- ✎ Determination
- ✎ Focus
- ✎ Can no longer rely on public investment – even if you are winning!
- ✎ Resilience
- ✎ Sustainability
- ✎ Strategy
 - ✎ Reach – Engagement - Revenue



BADMINTON
PHOTO

REACH | ENGAGEMENT | REVENUE

DIGITISATION AIM

Badminton England aspire to become one of the most digitally capable NGBs which seamlessly engages its members and fans through data driven communication, thus unlocking unprecedented levels of loyalty, affinity and revenue.



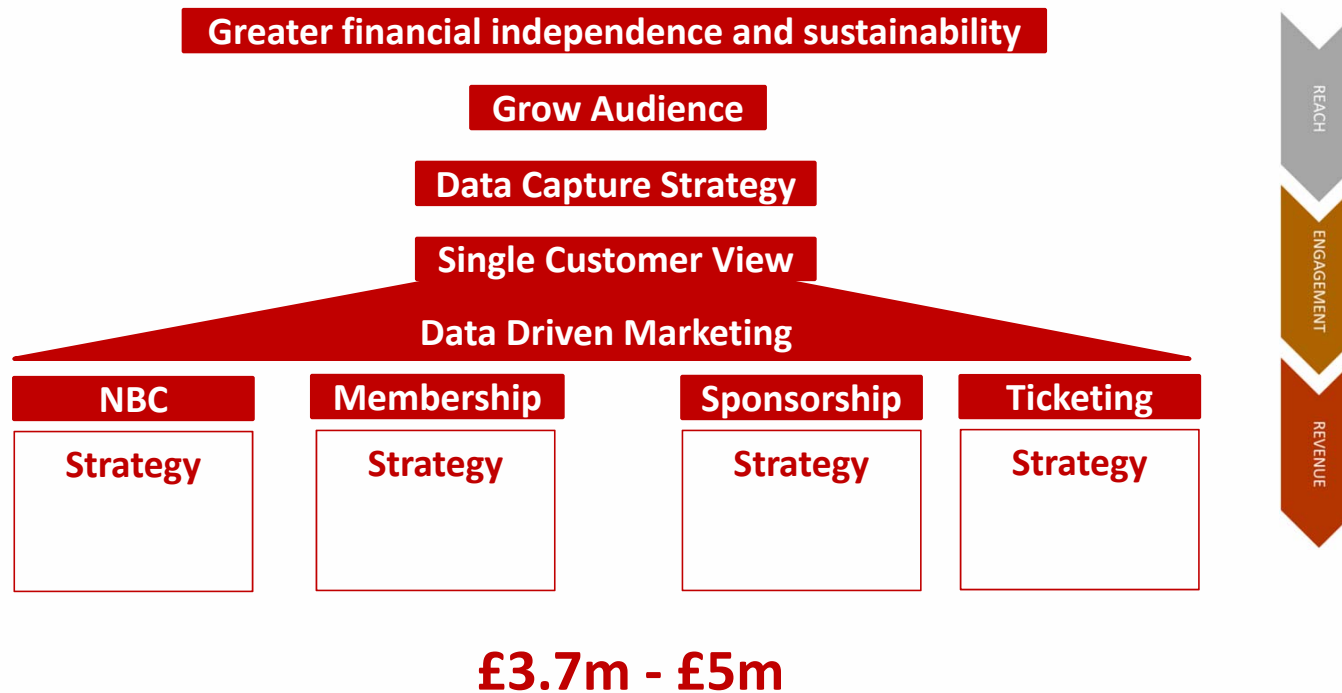
Reach – Engagement – Revenue ...
grow income from £3.7m - £5m per annum
by 2024

OUR DIGITAL BLUEPRINT

- Digital and Data is a key pillar in our future growth
- OUR TEAM - embedding into our DNA
- SCV database
- Segmentation
- Automated customer journeys
- Growing our database through data collection
- Engagement
 - Connecting with our audience
 - More people taking part
 - Membership
 - Ticket Sales
 - Sponsorship decisions



VISION INTO STRATEGY



Summary

- ✎ Apply the same focus to self sustainability as we do to winning medals and getting more people to take part
- ✎ Know what winning looks like
- ✎ Have a clear strategy to succeed
- ✎ Be courageous in decision making
- ✎ Enjoy it, we are very lucky to do what we do