



ABF NBO Officers' Seminar

Promotion of Bridge

By Simon Fellus



ABF NBO Officers' Seminar

CONTENTS

- Promotion and Development
- Bridge bridges ages
- Bridge is a true sport



Promotion and Development

Bridge, together with music, is the only
universal language.



Promotion and Development

Bridge for everybody

- Bridge must have short, medium and long term strategy:
 - Bridge is educational for the young people, who can learn to reason and measure themselves, playing peacefully against each another.
 - Bridge is a convivial activity appreciated by adults and helps them to forget job worry.
 - Bridge is an intellectual exercise which helps the less young in keeping their minds alert and dynamic



Promotion and Development

- For each category we have to adapt our strategy of communication and development.
- There is no longer any reason to keep a low profile.
- The development policy must cover the whole concept in order to achieve success.
- The difficulty may not be to bring newcomers to the game, but to keep them.



Promotion and Development

Bridge at school

- The Absolute Necessity
 - to get at least in the future the same (if not better) percentage of the bridge population.
- The only way
 - to get the young interested in bridge opposed to video games or other leisures and sports.



2011 – Bridge at school in China





Promotion and Development

- Change the image of bridge (game for old and rich people).
- Bridge can bring intellectual, moral and human education.
- Collaboration with the National Education bodies is essential.
- Make bridge known to everyone (Parents).
- Learning and playing on internet could be the solution for students before they participate in the club's life (at special hours and places)
- Process by steps.
- Build a school program and organise seminars to teach the teachers (how to introduce and teach bridge in school; how use the mini bridge method)



Promotion and Development

- Bridge can intervene in the areas of :
 - Structuring the mind
 - Techniques (mental arithmetic, probabilities...)
 - Behaviour
- The clubs must play a role:
 - Bring the expertise of their teachers to the colleges.
 - Offer a structure of hospitality.
 - Ensure the follow-up.
 - Encourage a mix of generations.
 - Organize tournaments, training courses.
 - Etc....



Promotion and Development

- 1) Evaluation
- 2) Limited experiments
- 3) Persuasion
- 4) Training Teachers/Trainers
- 5) Finding and training initiators
- 6) Contacting schools
- 7) Local and Regional intermediaries
- 8) Political support and sponsoring (at least indemnity)
- 9) Improving teaching skills and materials
- 10) Evaluation of the results and statistics against successes, problems and positive results
- 11) What will the future hold?



Promotion and Development

Bridge for working population

- Get back home players.
- Use their own habits.
- Change the hours of the beginning and the end of tournaments.
- Shorter tournaments 16 boards in 3 hours.
- Change the spirit of clubs with self-financing professional organizers.
- Bridge improves your work strategy.
- Bridge is a great hobby to prepare your retirement.



Promotion and Development

Club Manager

- The manager is thus the person who will assure the transition from school to competition, over a period of one or two years.
- The manager can be paid by the players (no cost for the clubs or the federations).
- The manager would work in one or more clubs at different times.
- Young people without work or retirees could find here a satisfying, intelligent and even lucrative occupation.



Promotion and Development

Functions of the Club Manager

- A warm welcome
- A sympathetic and informal atmosphere.
- A more suitable tempo of play (3 hours for 16 boards).
- A pedagogical ruling arbitration
- Help the players overcome their bidding difficulties, and the play of the cards.
- To comment on given hands previously prepared.(with the help of the federation).



Bridge bridges ages

- Young and old match well in bridge



Bridge is also a terrific sport for students

Practicing bridge ensures a longer life of conviviality

Practicing bridge is an excellent protection against illnesses such as Alzheimer and Parkinson



Bridge bridges ages

- What encourages retirees to come to play in a club?
- Give great importance to the reception in the clubs.
- Offer a comfortable environment to attract retirees into the club.
- See to it that the members of the club are affiliated by organizing monthly and annual challenges reserved for the members.
- Give lessons adapted to maintain the intellectual curiosity.



Bridge is a true sport

- Physical activity is a fundamental necessity for a human being
- Mental activity is an indispensable complement
- Bridge is an excellent gymnastic of the mind for men and women of all ages, all races and all religions
- Bridge is played in 130 countries on all 5 continents



Bridge is a true sport

- Bridge contributes to education
- Bridge contributes to health
- Bridge is a social as well as a competitive game
- Bridge has no barriers
- Bridge is sport, hobby and culture



Bridge is a true sport

- Bridge comprises all the elements that characterise a sport: fair-play, discipline, rules, ethics, application, training, competition, performance
- Bridge has been defined “the sport of the mind”, but is not only a sport for the brain: it requires particular concentration, fighting spirit, quick reflexes and stamina; qualities only achieved through physical fitness



Bridge is a true sport

Bridge is social and competitive

- Bridge teaches spirit, dialogue, communication, aggregation, friendship and solidarity
- Bridge is played on the internet from New York to Beijing with partner or opponents in Rome or London
- Bridge can be played as a competitive game as well as a for mere recreation
- Young and old match well in bridge



Bridge is a true sport

Participation without barriers

- No barriers in bridge
- People with physical disabilities and even blind can compete all together with other competitors
- No differences and equal amount of chances



Bridge is a true sport

- *Bridge* can be played at any level, any age, any time anywhere
- In *Bridge* there are neither barriers nor discrimination.
- *Bridge* is not only a fair game, but also an ethic one.
- *Bridge* is not only a way of thinking but also a way of being
- *Bridge* is hobby, sport and culture
- “*Bridge for Peace*” is the motto of bridge players all over the world
- *Bridge*, bridges ages and is a sport for a lifetime!



ABF NBO Officers' Seminar

Thanks for your attention