



CSB NBO Officers' Seminar

Promotion of Bridge

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EBL – André Boekhorst

The first European Youth Team Championships, conceived by then EBL Youth Committee Chairman André Boekhorst.

1st EBL European Youth Teams Championships in 1968 in Prague.

1st WBF World Youth Teams Championships in 1987 in Amsterdam.





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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 one 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.



Promotion and Development

- To attract media and make bridge known to everyone, we have to organise events to communicate.
 - Holidays camps for the younger
 - Bridge in famous places for workers
 - Bridge and culture for the less young
 - Other ideas to collect a maximum of bridge players....
 - An inter-city championships involving the whole bridge population (juniors,open,women,retired,celebrity)
- It is important for bridge as not even specialized newspapers talk about our sport. Thus, we must organise:
 - Local and regional events
 - A pro am
 - Make known the local administrators and champions
 - Local and regional, as well as national, press must be involved



Media coverage





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
- It is a sport for 60 million players in the world
- 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 means complete acceptance of the rules and, above all, strict respect of ethics
- A first international code of laws was introduced in 1871



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 and technology

- At bridge events the latest video and computer technology permits spectators to follow the play in the “BridgeRama” auditorium or theatre

Bridge and communication

- All large events are now transmitted via Internet.
- And there are approximately 700 bridge journalists in the International Bridge Press Association who write nearly 3000 bridge columns



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!



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Gracias por su atencion