WBF Website, Media Communication & Promotion

Singapore
June 2019
APBF NBO Officers’ Seminar

Presented by
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WELCOME TO NEW WBF WEBSITE

New Features. New Sections. Focused on Communication.

The site has been completely redesigned to simplify and improve navigation, and it features a responsive design to allow for viewing on tablets and smart phones.
Features

- Highly graphical design gives single view of content;
- Home page portal to quickly get users to areas they want (events, news, people finder, search,..);
- Created new sections (over-all winners, development, youth teach,..)
- Featured menus to guide users to each areas and highlights;
- Variety of content types including video, gallery, events;
- Popular topics, quicks links on sidebar and links to improve accessibility
Featured sections

What is Bridge?
Find out more about the “Mind Sport played with cards!”

Express Line
Send your report to the High Level Players Commission here

Calendar
See the full list of all WBF events

People Finder
Browse through the database of WBF players

WHAT IS BRIDGE?
Description of our sport with some VIP testimonials

EXPRESS LINE
Greater emphasis in this section

SEARCH
Easy-to-Find Information
Our new Search Form is easier to use and more helpful than ever.

CALENDAR
Full list of Events
Months & Year view
Short Event Info
Featured image
Google Maps
Event details
News Archive

Highly customizable including:
- Images;
- Calendar;
- News Category:
- Author
- Publish date
History matters

The WBF Executive Councils

1958 - 1963

Baron Robert De NEXON
President

The d’Orsi Seniors Trophy

The d’Orsi Seniors Trophy was inaugurated in 2001. This event takes place every odd numbered year in conjunction with the Bermuda Bowl and the Venice Cup. In 2005 the event took the name of the WBF Past President Ernesto d’Orsi who presented the Trophy and provided replicas for the winners.

Over-all Winners MEN

<table>
<thead>
<tr>
<th>Player</th>
<th>Bermuda Bowl</th>
<th>Olympic Games</th>
<th>World Bridge Games</th>
<th>Transnational Teams</th>
<th>Rosembaum Cup</th>
<th>Open Pairs</th>
<th>Mixed Pairs</th>
<th>Mixed Teams</th>
<th>d’Orsi Seniors Trophy</th>
<th>Team Cup</th>
<th>Individual</th>
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<tbody>
<tr>
<td>Giorgio Belladonna</td>
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<tr>
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Communication & Collaborative Website

The new website is as a collaborative project, where the areas will be updated by multiple people together rather than individually.

**Collaboration not only coordination**
The new CMS (Wordpress) allows us to have different authors and to work for a communication aimed to our specific target; that includes the ability to provide input, access common files and otherwise work collaboratively on the site.

**Diversity can drive creativity and aim success**
Bridge is the sport we all love and it’s our job to keep it spreading.
In order to do this, we need to communicate easily with the appropriate tools: email system, specific sections, detailed events, social media and even more.
It is important that this communication is done collaboratively.
Social Media
Social Media

- Facebook – World Bridge Federation
- Facebook – World Bridge Federation Youth
- Instagram – worldbridgefederation
- Instagram – wbfyouth
- Youtube - WBFOfficial
THANK YOU