

WBF Website, Media Communication & Promotion

Singapore
June 2019
APBF NBO Officers' Seminar

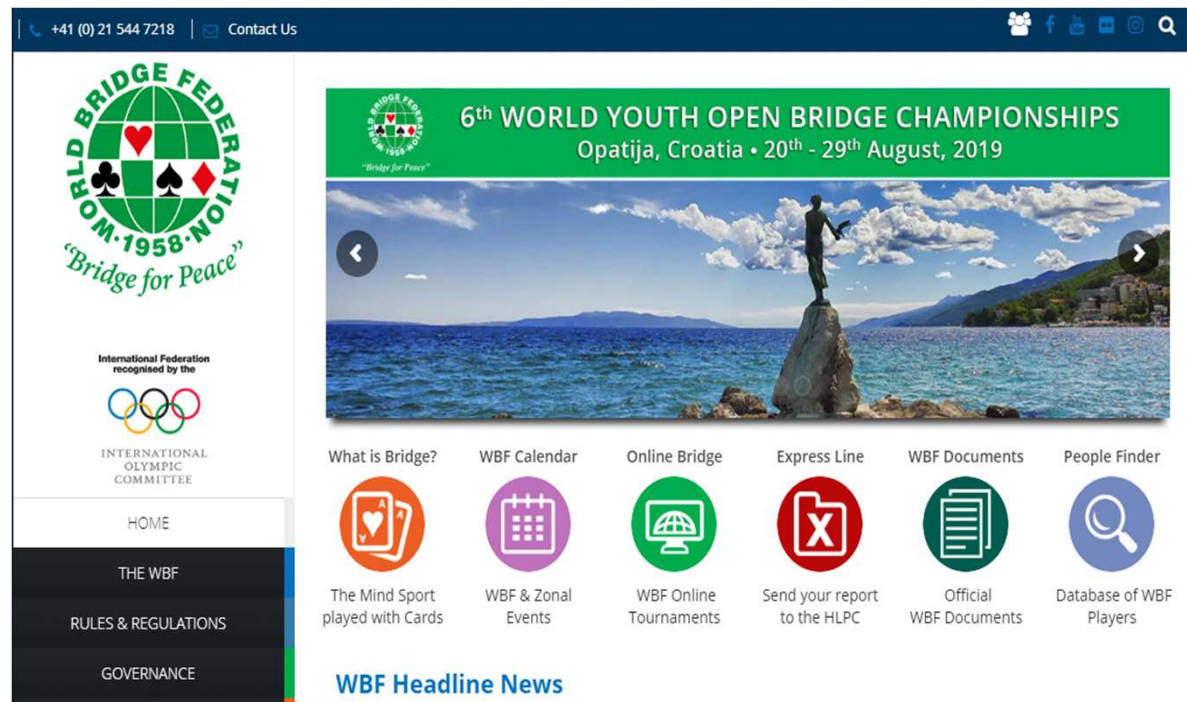
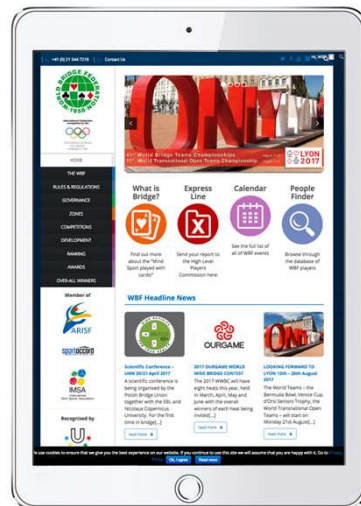
Presented by
Simon FELLUS



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



HOME
THE WBF
RULES & REGULATIONS
GOVERNANCE
ZONES
COMPETITIONS
DEVELOPMENT
RANKING
AWARDS
OVER-ALL WINNERS

- ❑ 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 of WBF events

People Finder



Browse through the database of WBF players

WHAT IS BRIDGE?

Description of our sport with some VIP testimonials

Bridge as a Sport

About play

Bridge & Health

International Links



EXPRESS LINE

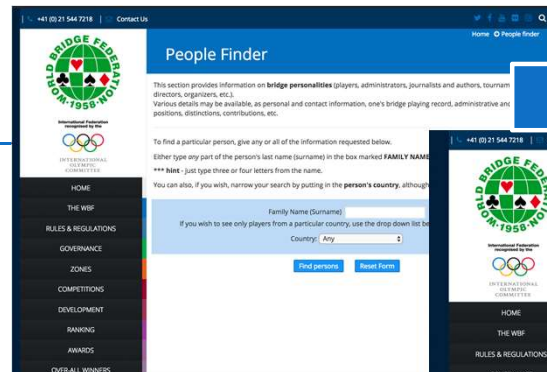
Greater emphasis in this section

SEARCH

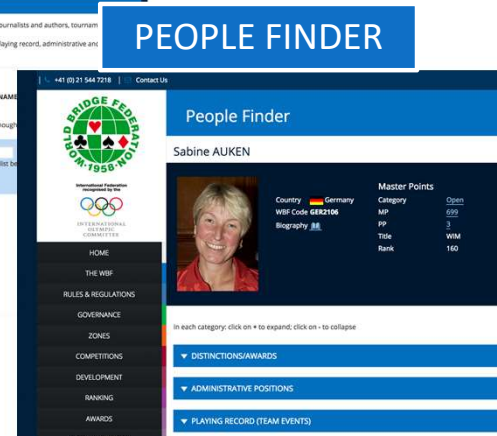
Search and hit Enter!

Easy-to-Find Information

Our new Search Form is easier to use and more helpful than ever.

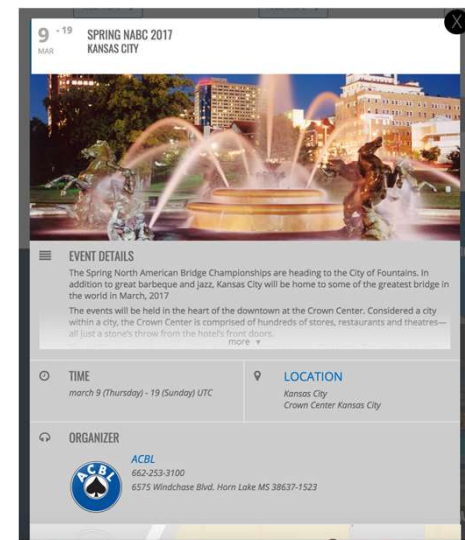


New Design



CALENDAR

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



- Images;
- Calendar;
- News Category:
- Author
- Publish date

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HOME

THE WBF

RULES & REGULATIONS

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NEWS

Archive by Category

Scientific Conference – UMK 20/21 April 2017

A scientific conference is being organised by the Polish Bridge Union together with the EBL and Nicolaus Copernicus University. For the first time in bridge[...]

[read more →](#)

2017 OURGAME WORLD WIDE BRIDGE CONTEST

The 2017 WWBC will have eight heats this year, held in March, April, May and June with the overall winners of each heat being invited[...]

[read more →](#)

Home 🔍 [Archive by Category "News"](#)

Recent Posts

Scientific Conference – UMK 20/21 April 2017

2017 OURGAME WORLD WIDE BRIDGE CONTEST

LOOKING FORWARD TO LYON 12th – 26th August 2017

REMINDER: 2017 PROHIBITED LIST COMES INTO FORCE ON 1 JANUARY 2017

WBF Women's Online Bridge Festival

Up

SINGLE NEWS

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Home 🔍 [News](#) 🔍 [LOOKING FORWARD TO LYON 12th – 26th August 2017](#)

Recent Posts

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LOOKING FORWARD TO LYON 12th – 26th August 2017

SINGLE NEWS

History matters

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Home The wbf The wbf presidents

The WBF Presidents



Baron Robert de Nexon
FRANCE
1958 – 1964




Charles J. Solomon
USA
1964 – 1968



Count Carl Bonde
SWEDEN
1968 – 1970



Julius Rosenblum
USA
1970 – 1976



Jaime Ortiz-Patiño
SWITZERLAND
1976 – 1986



Denis Howard
AUSTRALIA
1986 – 1991



Ernesto d'Orsi
BRAZIL
1991 – 1992



Robert S. Wolff
USA
1992 – 1994



José Damiani
FRANCE
1994 – 2010



Gianarrigo Rona
ITALY
2010 –

Member of

ARISF

spartaccord

IMSA
International Mind Sports Association

Home The wbf The wbf executive councils


The WBF Executive Councils

1958 - 1963

Baron Robert De NEXON
President

Home Competitions The wbf championships The world bridge teams champ. The d'Orsi seniors trophy

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.*

Home Over-all winners The great winners Over-all winners men

Over-all Winners MEN

	Bermuda Bowl	Olympiads World Bridge Games	Transnational Teams	Roseblum Cup	Open Pairs	Mixed Pairs	Mixed Teams	d'Orsi Seniors Trophy	Rand Cup	Transnational Mixed Teams	Individual	
Giorgio Belladonna	13	3										🏆 16
Pietro Forquet	12	3										🏆 15
Robert Hamman	10	1			1			1	1			🏆 14
Massimo D'Alelio	10	3										🏆 13

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

