

District 15 –Educational Planning

September 2014

Education occurs at all levels of the bridge community. The responsibility to meet the needs of our players, our teachers, our club managers, and our Unit and District Board members occurs at each organizational level.

The District has a clear role in complementing the efforts of our various Units. Since some Units are more organized and self-sufficient than other Units, we need a strategy that supplements the efforts of our members and Units.

The education plans that are developed by the Unit Educational Coordinators should be shared with the District Educational Liaison. Formal programs (classes) that are available anywhere in our District should be advertised to other interested individuals.

The District Liaison plays a key role in promoting education and in disseminating information across the District.

Our District needs to provide education for these members:

- Club Managers
- Tournament Coordinators
- NAP/GNT/STaC Coordinators

These programs may be developed and presented at any level within our District. The District has an obligation to step forward and offer any programs that are not otherwise available.

Tournament Chair

Bridge Tournaments are the next step above regular club play and they are an important factor in member recruitment and retention. All bridge tournaments must be highly focused on meeting the needs of our bridge players.

The ACBL has a general guidebook for planning tournaments. In addition to the event-driven aspects of tournament planning, it is important for our tournament Chairs to implement the people-driven aspects of tournament planning. A lot of tournament planning is about the details, the Big Picture view is even more important in the planning process.

The intent of the following outline is to supplement the ACBL guidebook.

Tournament Planning

I. Big Picture Thinking

- Defining your target audience
 - Selecting Marketing strategies
 - Defining success
 - Measuring outcomes
- Developing a Tournament Theme
- Developing your team members
 - Clearly define success for each team member
 - Don't micro-manage
- Cross-training and turnover
 - The importance of rotating your Human stock
 - Putting your best players on the bench
 - Three times is enough. No one should perform the same job more than three times.
- Hospitality (Food and Beverage)
 - Enacting the tournament theme
 - High-value, low-cost options
 - It's about the senses – sight, smell and taste
- Southern Hospitality
 - Making the experience meaningful, personal and satisfying
- Getting stuff for free
 - What do you want?

- Identify your sources
- Pre-approach techniques
- The importance of Thank You
- Advertise for your in-kind supporters
- Follow up after the tournament
- It's about Marketing
 - The difference between Advertising and Marketing
 - Marketing a tournament is a year-round activity
 - All players in your Unit (District) are responsible for tournament marketing. Develop hundreds of marketing agents
 - Name tags – always wear them at ALL tournaments. Make sure that other players know that your Unit supports their tournaments.
 - Incorporating your tournament theme into your Web site and email communications
- The post-tournament analysis
 - Collecting the data
 - Analyzing the data
 - Translating observations into action plans
 - All failures are the Tournament Chair's fault
 - All successes are the result of good people as well as good organization and planning
 - Prepare a written summary of the post-tournament analysis and distribute to your Unit Board and your tournament team

II. Detailed Thinking

- Using email effectively
 - Technical tips for email merge
- Budget – tables and expenses
- Pre-registration – It's about capturing email addresses
- Gift Bags – getting everything for free

Club Managers

Our Club Managers are the foundation of Duplicate Bridge. We need to provide the most comprehensive support program we can for these very special people; the future of bridge depends upon it.

Too often the Club Managers are over-worked, under-compensated and without respite. The core of Club Manager education should be to broaden horizons and to share successful strategies.

- Defining your target club climate
- Bridge is a business – developing your franchise
- Determining your Capital needs
- Pricing – variable or fixed entry fee
- Preparing your annual club calendar
- Developing assistants – Engage and Involve
 - Treasurer
 - Directors
 - Board Members
- Setting long-term goals
- Marketing your business
- Translating Long-term goals into a Strategic Plan
- Succession planning
- Dealing with common issues
 - Slow play
 - Talking
 - Food/Beverage
 - Behavior issues
 - Rudeness
 - Critiquing hands