

October 2014

To: District Board Members

At our District Board meeting in Springfield, I will make motions to implement the following recommendations.

- 1 – Implement the Web Site recommendations that were made in April (copy attached).
- 2 – Create the District Board position of Communications and Marketing Coordinator; according to the attached job description.
- 3 – The District Educational Liaison to be tasked with implementing a Managerial Educational program; to be effective at all Regionals in 2015. Sample course outlines are attached.

Respectfully submitted,

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Attachment

Web Site

For a web site to be viable, the content must be routinely changed and updated. Accuracy and timeliness of the information is important. In order to facilitate transferring Website responsibilities from one person to another, the duties must be better defined and documented. The following changes will substantially improve the usefulness of our District Website.

- The webmaster is responsible for the design and ongoing maintenance of the web site.
- The D-15 board is responsible for supplying the information necessary to keep the website current and viable.
- Tournament Chairs for all Regional tournaments will supply at least one photograph and a least one paragraph to the webmaster shortly after the end of the Tournament.
- The GNT Chair will furnish to the webmaster, the names of the winning team members in each strata and a photo of the winning teams.
- The NAP chair will furnish to the webmaster, the names of the winning pairs in each strata and a photo of the winners.
- Generally, only District events and news will be posted to the D15 website. However, on rare occasions, there may be Club or Unit news that merits posting at the District level.
- All information which is added to the website will have an effective date and a removal date.
- The webmaster will be responsible for the timely maintenance of the posted information.
- The minutes and handouts from Board meetings will be posted to the web site as soon as possible after the meeting.
- Sectional and Regional tournament dates will be available on the website. The webmaster will update (add and delete) this information monthly.

Content Deletion Guidelines

- Regional Tournaments Reports – remove after two months
- GNT – remove the District qualifying information after the National event; replace with National results as appropriate
- NAP – remove the District qualifying information after the National event; replace with National results as appropriate
- Board Minutes – archive after two years

Communications and Marketing Coordinator

There is a need throughout our District for marketing assistance. This is evident in tournament promotion, GNT, STaC, GNT events and now NABC activities. The role of the C&M person is to work with other staff members to guide and assist them in creating and implementing an effective marketing strategy.

The C&M will establish and maintain an email account, for use by District Coordinators to communicate to Unit coordinators and other identified sub-groups within our District. Broadcast email will allow us to quickly and efficiently reach our members.

The C&M will also provide advice, as needed, to Unit Board members.

Education Liaison

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

The District has a clear role in complementing the efforts of our various Units. Some Units are more organized and self-sufficient than other Units. We need a strategy that supplements the efforts and needs of all 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; both within our District and to neighboring Districts.

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

Our District needs to provide education and training for these key managers:

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

These educational 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. It is intended that these educational programs be offered for a fee that is sufficient to cover any related expenses.

By implementing these developmental training programs at our Regionals, we should expect that Tournament attendance will increase; particularly from neighboring Districts.

Training for the 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 and to take a Big Picture view of the planning process.

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

Tournament Planning

I. Big Picture Topics

- 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)

- Incorporating the tournament theme

- High-value, low-cost options

- It's about the senses – sight, smell and taste

- Southern Hospitality

- Making the Tournament 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 Topics

- 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

Training for the 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.

I. Big Picture Topics

- Defining your ideal club climate
- Assessing your current 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 to achieve your desired club climate
- Succession planning

II. Detailed Topics

- Dealing with common issues
 - Slow play
 - Talking
 - Food/Beverage
 - Behavior issues
 - Rudeness
 - Critiquing hands

Training for Unit GNT/NAP and STaC Coordinators

To be developed.