

April 2015

## **Marketing Committee Report**

### **I. Tournament Marketing**

A detailed marketing plan has been developed for the Tulsa Regional. We will begin to implement it immediately after the OKC Regional. Linda Goersch has been working very hard to get ready for our marketing launch.

An offer to help with marketing the OKC Regional was contingent upon addressing the player complaints from prior tournaments. No Response.

Marketing assistance will be offered to Wichita and KC for their Regionals.

### **II. GNT, NAP and STaC Marketing**

STaC – offer to help announce the 2015 schedule received no response.

GNT and NAP – waiting for data on prior years' club-level participation

### **III. NABC-KC 2017**

I'm waiting for meaningful progress on the planning and a copy of the ACBL Press Kit.

### **IV. General Tournament Topics**

a. The ACBL has unveiled a new online Partnership system. Since this system is from the ACBL, we should encourage our Partnership chairs to become familiar with it.

The old Partnership System ([bridgefinesse.com](http://bridgefinesse.com)) has been removed from the D-15 website.

b. The number of Regional events with less than 5 tables is a growing problem for D-15. We are experiencing declining attendance at most of our Sectionals and

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Regionals. Tournament Chairs are canceling some events because of too few players for the event. One aspect that we have discussed for the last three years is the number of concurrent events at our Regionals. Here is our most recent tournament data:

2014	Th-PM	Fri-PM	Sat-PM	#Tables	LT 5 tables
OKC	6	7	6	887	7
Topeka	5	5	5	390	8
Amarillo	5	5	5	258	4
Springfield	3	5	4	658	2
KC	7(Sun)	6(Mon)	6(Tue)	1000	2
Tulsa (2013)	schedule not found at ACBL			707	6

#### 2015 Schedule

OKC	6	7	6
Tulsa	4	4	5

The data does not consider any canceled events; only those which were held and had less than 5 tables. The only ACBL requirement for Regional Tournaments is for a certain number of Championship events.

Player feedback is vitally important to our marketing efforts for subsequent years. As each of us plays in tournaments, we need to be asking our players (our guests) about their experience and tournament satisfaction. Then that feedback needs to go directly to the Tournament Chairs so that they can make adjustments.

- c. With a general decline in tournament participation in D-15, each Unit should review their tournament schedules and see if it is time to make changes; which includes shutting down some Sectionals. We have 28 tournaments per year.
- d. Most of our Sectional Tournaments draw players from a 200 mile radius. When scheduling tournaments within two weeks of each other, attendance from overlapping areas will cause both tournaments to suffer. We don't want to be in a position where our tournaments are 'cannibalizing' each other's player pool.

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- e. We should consider making our Intermediate/Newcomer events 0-500 MP games.

V. Leadership Training

We need to fill the District Education Liaison position, so that we can move forward with our Education Plan.

We might consider a search committee. The candidate list should include all of the Accredited Teachers and the Unit Education Chairs. The Unit Presidents could be invited to supply input on the individual candidates. Hopefully the list could be reduced to a few names and individual interviews could be scheduled.

VI. District Email account

We now have a group list for D-15 Board Members. We also have group lists for each Unit, for the Club Managers, for the GNT, NAP and STaC Coordinators and one for Unit Presidents and Tournament Chairs.

It will be easier to maintain current email information in a single email account.

Any D-15 Board member can use the email account for broadcast email to any of our groups.

Respectfully Submitted,

Len Fettig