

BADMINTON EUROPE 2019 MEMBERS' FORUM

PART 1: PRESENTATIONS

PART 2 : COMMISSION CLINICS



26TH APRIL 2019
KIEV, UKRAINE

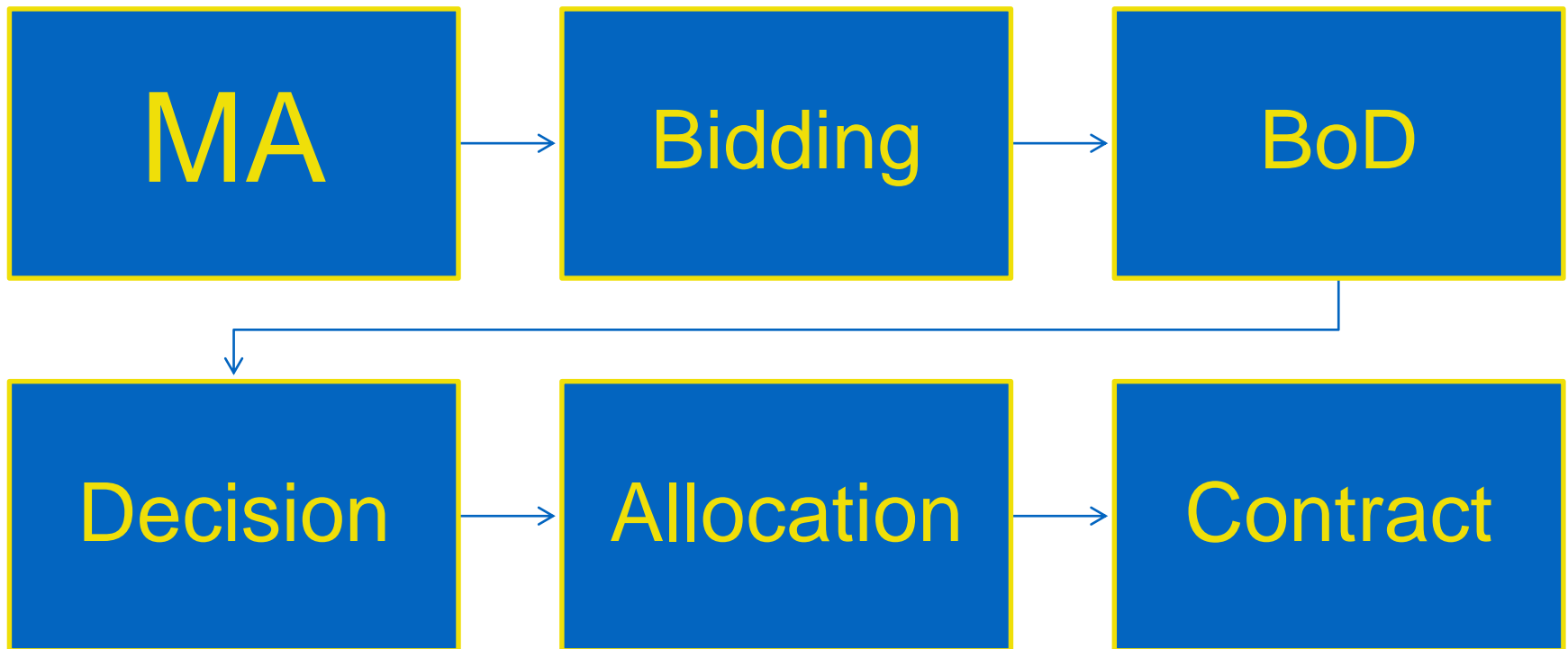


Future Event Hosting

Jimmy Andersen

BEC Members' Forum
26th of April 2019
Kiev, Ukraine

Allocation of Major Events



- Allocating events to commercial partners
- In cooperation with
 - Member Association
 - Continental Confederation or BWF



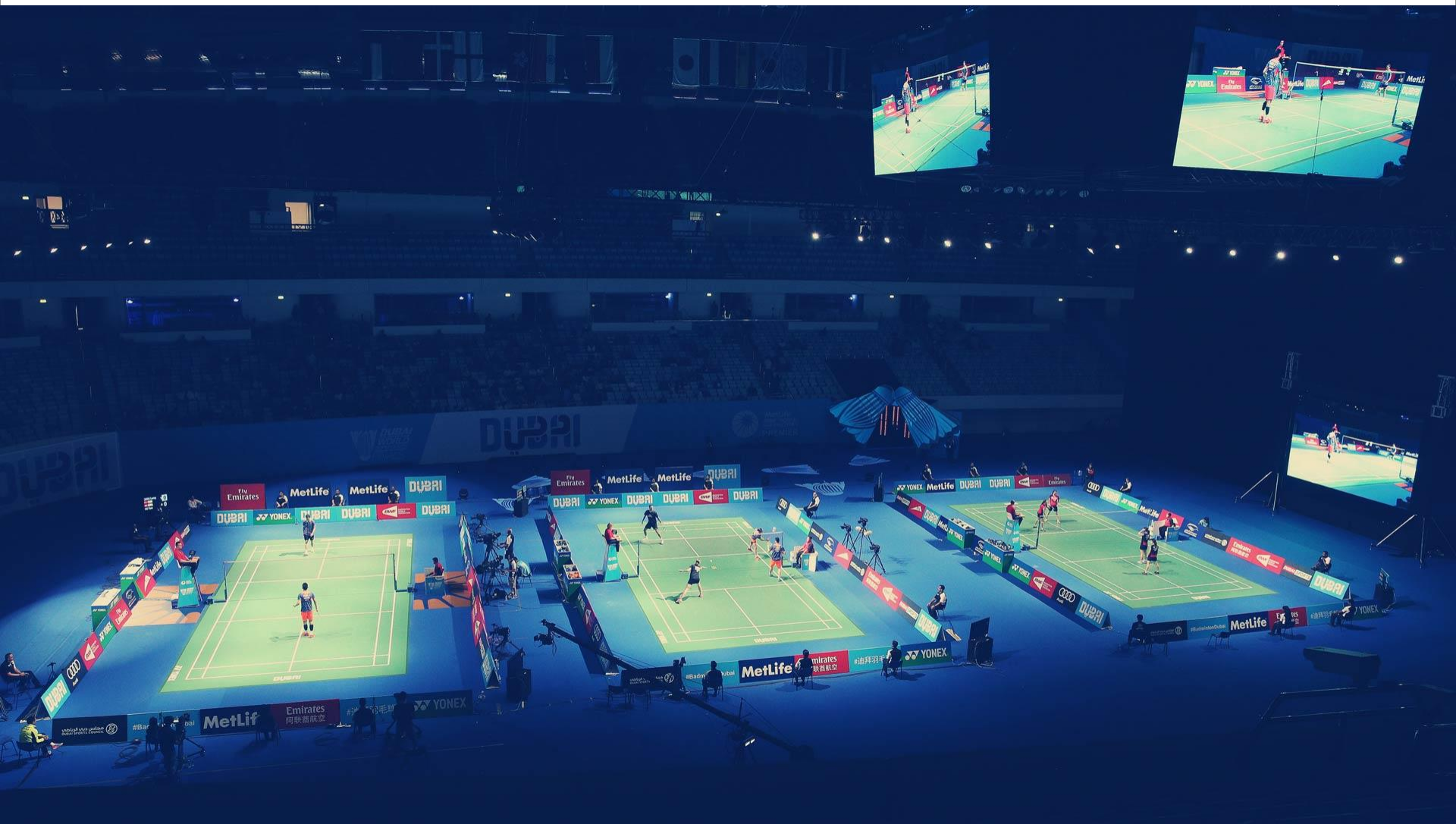


Dubai World Superseries Finals

- Partnership of
 - BWF
 - Government of Dubai
 - Falcon and Associates
- Goal
 - Enhance Dubai's/UAE's position on the world badminton stage



Dubai World Superseries Finals 2017



Dubai World Superseries Finals 2017



2019 EUROPEAN MIXED TEAM CHAMPIONSHIPS



FREDERIKSBERG HALLERNE
COPENHAGEN
DENMARK
FEBRUARY 13 - 17 2019
ticketmaster.dk



2019 EUROPEAN MIXED TEAM CHAMPIONSHIPS



COPENHAGEN



2019 European Mixed Team Championships

- Partnership of
 - BEC
 - Badminton Denmark
- Background
 - Unable to allocate this event in the traditional way
 - Opportunities in Denmark (BEC Office)



ANTONSEN
DENMARK

BADMINTON
EUROPE

YONEX®

BADMINTON
EUROPE

2020 EUROPEAN
TEAM CHAMPIONSHIPS
11th - 16th
LIEVÍ

Looking at the future

Preference of BEC

Organisation of Major Events through MAs

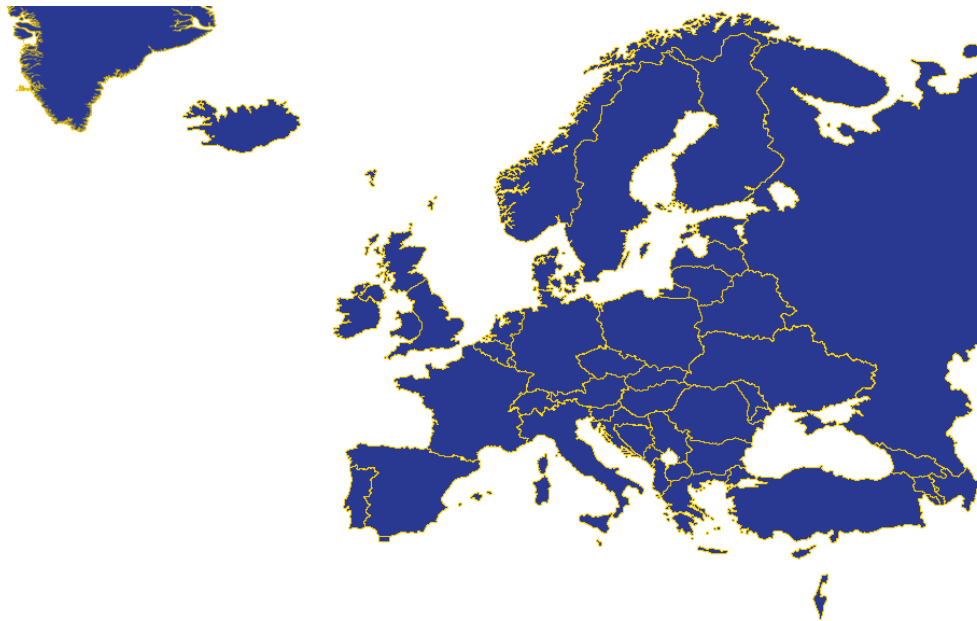
- Not always possible
- Flexibility necessary

PROPOSAL

Proposal to ADM

Change BEC Bidding Document

Allow BEC to decide to organise one or more of its Major Events within Europe (in any territory of any BEC Member Association) either through commercial partners or via BEC's own resources.



Which Major Events

- European Championships
- European Mixed Team Championships (final stage)
- European Men's & Women's Team Championships
- European Junior Championships (team + individual)
- European U17 Championships (team + individual)
- European Senior Championships
- European Club Championships
- European U15 Championships



Which Major Events

 **EUROPEAN
BADMINTON
CHAMPIONSHIPS**



HUELVA 2018

 **2019 EUROPEAN
MIXED TEAM
CHAMPIONSHIPS**



COPENHAGEN

 **EUROPEAN
MEN'S & WOMEN'S
TEAM CHAMPIONSHIPS
& U15 CHAMPIONSHIPS**



KAZAN 2018

 **EUROPEAN
JUNIOR
CHAMPIONSHIPS**



TALLINN 2018



 **EUROPEAN
SENIOR
CHAMPIONSHIPS**



GUADALAJARA 2018

Advantages

- Allows BEC to act on new business opportunities to the benefit of European badminton
- When no host is found, Championships can still be organised by BEC (preferably in collaboration with MA)
- MA bears little/no risks (financial, execution)
- MA benefits from promotion of the sport in its territory

Conditions to organise an event in a territory of a particular MA



To the best of BEC's abilities, the event is organised in cooperation with the particular MA and in respect for its current commercial partnerships

The MA allows BEC to organise the event to the best of BEC's ability, offering support and cooperation throughout the whole time – before, during and after

Timeline

Decision by the BEC BoD to host a Major Event in the territory of a particular MA (alone or in cooperation with commercial partners)



BEC notifies the MA of the decision to host an event in its territory



BEC makes best efforts to make an agreement with the MA on necessary elements: planning, execution, compensations, MA's involvement...



Contract between BEC and MA (if applicable)



BADMINTON
EUROPE



Questions?