



**MINUTES OF THE MEETING OF THE C19 WORKING GROUP  
OF THE BOARD OF DIRECTORS OF THE EBU LIMITED  
via Zoom 3<sup>rd</sup> June 2020**

**Present:**

|   |                          |
|---|--------------------------|
| Gillian Fawcett (Vice Chairman) (GF)    | Bev Purvis (BP)          |
| Gordon Rainsford (Chief Executive) (GR) | Patrick Shields (PS)     |
| Rob Lawy (RL)                           | Kiat Huang (KH)          |
| Ron Millet (RM)                         | Sam Kelly (Minutes) (SK) |

**1. Apologies for Absence**

None

**2. Minutes and Approval from last meeting**

GF thanked everyone for joining.

**EBED Update**

The meeting started with an update from GF regarding the EBED meeting of that morning. EBED have started new Gentle Duplicate sessions online for members with below 6 NGS. This has taken off very well and has ten tables playing on the first session. These sessions are set to be run twice a week to start with. EBU are keen to encourage EBED in this initiative. The sessions are followed by a zoom call with discussion from the players and teachers. EBED are also offering a partner matching service for players new to online bridge.

At the EBED meeting there was a discussion about producing some videos for YouTube for players new to the game that they could watch and learn from before engaging with online bridge or taking lessons. EBED suggested that they would work with the EBU on a campaign to market bridge to new people who were then directed to online teachers. There was discussion about the content of the video or series of videos and which would be best. There was also discussion around videos that are already online, such as New Tricks, and if these could be used by EBED and the EBU. EBED are investigating further.

Discussion was had around marketing the current Gentle Duplicate sessions run by EBED, how to get more students involved as currently EBED were marketing this just to EBTA teachers. We should be advertising this through the EBU website, through County BA's and through clubs. Also, how to start running additional sessions e.g. a session for those with a seven and below NGS.

Digitizing EBED's books and resources was also discussed. KH said he will volunteer to help guide EBED if they need help in this project as he has been working with them for a few months.

We were keen to see interactive online material for EBED to help new students learn. There was discussion around how long it will take to.

EBED are also offering a partner matching service for players new to online bridge.

**Marketing Bridge**

GF noted that at present there is not enough positive marketing advertising that a percentage of the funds received from members playing in EBU BBO games goes back to support clubs. GR noted this information is available on the EBU website.

It was agreed that more should be done to market bridge to non-bridge players.

It was decided that a short and snappy marketing campaign via social media (e.g. Facebook and Twitter) should be aimed at current bridge players to encourage them to spread bridge to their friends and family members.

It was discussed that a landing page is needed to direct people from the social media campaign to more information; this would include links to how to use BBO, how to use Zoom, curated content from EBED, a list or a link to a list of bridge teachers with online lessons, and videos relating to the marketing campaign, videos from New Tricks, links to No Fear Bridge etc.

The short marketing video is now finished and was shown during the meeting. It was agreed to circulate this as soon as possible via Facebook and Twitter. The campaign slogan was agreed as “show the game you love to the people you love”.

### **Online Bridge**

GR gave an update regarding the EBU online games. Now have a 6<sup>th</sup> daily game, a nine high. He stated that the online games continued to work well and that the introduction and increase in the number of virtual clubs has not significantly decreased the number playing in the daily online EBU games on BBO. This shows most members want to play in their own virtual clubs and fill the gaps with EBU games.

GR also confirmed that lockdown league is going well and series three is now charging for entry. Only lost 8 teams with the new charge.

### **Any Other Business**

KH noted that there are currently three providers working on alternatives to BBO. He asked if the EBU would like some of our games trialled on these new platforms and if so, how will we monetise this. GR said it would be wise to talk to Jonathan Lillycrop to check which clubs he thinks would like to trial these new platforms.

Next Meeting: TBC