

MARKETING – January 2018 Update

ABF Head of Marketing – Peter J. Cox

At the Summer Festival of Bridge in Canberra in January we had a marketing stand throughout the congress.

The Objective of the marketing stand was to:

1. Raise the profile of the ABF
2. Highlight the services it provides to ABF clubs and members
3. Provide an open line of communication between ABF Marketing, clubs and bridge players.

Roy Nixon had some great ABF Marketing Tablecloths made and we had a Marketing Banner. On the table were copies of the December Marketing Newsletter and flyers for the upcoming ABF Marketing Workshops

We had large posters outside both playing rooms highlighting the services the ABF provides to clubs and members including:

ABF Objectives
ABF Member Benefits
ABF Club Benefits
ABF Insurance Policies
ABF Directors development
ABF Education and Teaching
ABF Marketing Workshops

The Congress at the Rex Hotel was a great success though a little cramped for playing space which caused some problems which should be sorted out by next year. The Hotel staff were very helpful and went to a lot of trouble to feed and service 700 players and the roof top bar was a big hit.

The Marketing stand in Canberra was a start and hopefully we can build on that in Broadbeach. Please come and look for me to discuss the future of bridge in Australia at the ABF Marketing Stand alongside the sponsors.

ABF Bridge Survey January 2018

We have been conducting the largest bridge survey in ABF history to learn more about our members and what they want out of bridge.

The survey has been distributed by email to 1700 members who have given their email address to the Pianola Events database at congresses in the past. This does not include those that have joined Pianola in their clubs but not in the National Pianola Events.

The response has been fantastic with nearly 500 responses which is extraordinarily high for a survey. It demonstrates that members love their bridge and many want to contribute to its future.

I have to cut it off in the next couple of days so that I can hopefully prepare an analysis in time for Broadbeach next week.

If you have not received a Survey and would like to contribute here is a link

[ABF Bridge Survey January 2018](#)

If the link does not work then cut and paste the following URL

https://docs.google.com/forms/d/14pfEo81yyo9m1FLQ759mX4OGtqmx0N4oYL_HYvVWd84/edit

For those who are going to the GCC please come and introduce yourself and I look forward to meeting you.

Regards

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The ABF