

REPORT FROM THE GROUP WORKSHOPS

ADVERTISING AND PROMOTION

1. Word of mouth was by far the most effective way of recruiting learners.
2. Newspaper articles and advertisements were the next most popular way of attracting new learners – mostly free stories then paid advertisements.
3. Letterbox fliers and advertising on community noticeboards.
4. Library and shop advertisements (free bookmark advertising lessons)
5. Workplace connections and ads.
6. Roadside signage worked well for many clubs.
7. A and P Show – stall attracted many new learners
8. Facebook, radio, shopping mall stand
9. Free lessons
10. Open day at the club to showcase the game.

Ideas for future advertising

1. Social media
2. Roving digital signage
3. Board game conventions
4. Parent magazines
5. Introductory lesson on AirNZ
6. QR codes ?

RETENTION - how to engage and nurture new members

1. Supervised sessions after lessons finish are **essential**.
2. Socialising – mixing up partners, tea break, social functions.
3. Shorter sessions
4. Buddy system
5. Listen to your learners.
6. Have individual follow up and welfare contact.
7. Encourage play outside the lessons.
8. “Green pen” session
9. Novice and handicap competitions
10. Co-operation between clubs
11. Deal with difficult members
12. Have a succession plan as they progress in the club.
13. Encourage online practice – play, bidding and revision.
14. Hold revisions sessions.

TEACHING RESOURCES - new ideas and priorities

1. Produce summary tables and flow charts.
2. Support the teacher.
3. Review the power-points and check student notes for errors.
4. Give students clear pathways for progression.
5. Use Tina's videos.
6. Make more interactive sessions.

OTHER IDEAS – from presenters

1. Understand your target market – 40-60 age group?
2. Emphasise the benefits and relevance of bridge.
3. Email last year's dropouts about new lessons
4. Create newspaper articles about the social benefits.
5. Provide incentives for club members to promote lessons - keep track of what works.
6. Use social media to promote your club/lessons.
7. Bridge tasters – mini-bridge on Realbridge, short sessions
8. Give students the cheat-sheet halfway through lessons.
9. Talk about table etiquette during lessons.
10. Set up Whatsapp group so they can find partners.
11. Tell students they will progress more quickly if they do the quiz and ask questions.
12. Explain that this is just the start and learning bridge is an ongoing process.
13. Try using the timer during your play part of the lesson.

Resources (haven't got the correct IP addresses!)

bridgetraining.com

bridgeplay

cuebids

wbridge5

realbridge.online/hand

ABC – Andrew Robson

bridgeforpleasure

sharkbridge

funbridge

nofearbridge

learnbridgeonline

bridgebee.com

