



GOOD AND BAD EXPERIENCES FOR BRIDGE DEVELOPMENT

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Development & Youth: Doing more with less



Human energy +
digital tools



The bridge
community
can grow
everywhere



Small ideas
can make a
big difference

Online Festivals: Funbridge Success



3 Funbridge
festivals for
under-25s



Free access and
multiple
rankings



5 categories
including
initiators

RealBridge: By now, a harder experience but...



Requires trained
directors



Synchronization
more
demanding



Participation
remained low

Petit Bridge: Shared by the FFB with your NBO

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graph TD; A[Official Ministry of Education partnership] --> B[Teachers trained even if they don't play]; B --> C[Erasmus+ research with Vienna University]; C --> D[Global sharing via WBF];
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Official Ministry
of Education
partnership

Teachers trained
even if they don't
play

Global sharing via
WBF

Erasmus+
research with
Vienna University

lePetit

Integrating Youth in clubs: A missed attempt

Young players
felt out of place

Club culture
too different

The “Young Bridge Quays”



10 youth clubs
across France

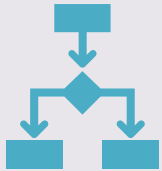


Meals and drinks
offered



Peer-to-peer
motivation and
autonomy

Social Media Campaign: A Massive Impact



“Let’s
prepare the
new season”



205 clubs
460 volunteers



+1570 new
contacts,
half in clubs



Coordination
replaced
funding

Sponsorship Tournament: hasn't worked yet

“Bring a friend”
concept

Low conversion
rate

Adult Initiators & Training Video

Volunteer
teachers for
beginners

One self-training
video available

Beginner Events



Beginner
tournaments



Online + in-club
sessions



300+ tables
monthly

Training the Trainers



Reform of
teacher
formation

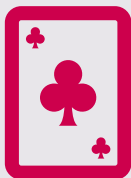


Focus on
pedagogy &
digital tools



New mission:
get them to play
in clubs

What is bridge-training.com?



Platform to
create effortless
educational
deals



Playable
anywhere,
anytime, on any
device



1-clic,
free of charge,
no sign-up

How people use it



Articles
with QR codes,
newsletters,
websites



Math lessons
and teacher
workshops



Blog posts, video
commentaries,
and social
sharing

The Numbers keep growing



400,000 deals
played last year



Used in 10+ languages
worldwide

What's Next



Shared global
deal library



Group &
course
management



Multi-deal
links and tags



Collaboration
among
community

Key Takeaways



Involve
real people



Make
Bridge lovable



Think
more digital

Thank You

Feel free to contact me at
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