

HOW TO KEEP BEGINNERS IN THE GAME

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AGENDA

What problem do we want to solve ?

Definition of a beginner

Why do they play bridge

Live opportunities

Online opportunities

PROBLEM

We are losing too many students

DEFINITION OF A BEGINNER

Age

Up to 12

12-18

18+

Level of play ?

WHY DO THEY PLAY BRIDGE ?

Social reasons

Competitive reasons

Become better players

Cool experiences

Other

LIVE OPPORTUNI- TIES

At Schools

Youth Clubs

Normal bridge clubs

National events

International events

Other

ONLINE OPPORTUNI- TIES

Intobridge/funbridge/cuebids

Realbridge

Online championships

U14 online WC (new)

Other