

# MARKETING BULLETIN

## Perth Convention Centre Western Australia Asia Pacific Bridge Federation Congress

In very exciting news for the Asia Pacific Bridge Congress 15-22 April a great international team is coming to Perth. All have won many National and World Open, Senior and Mixed Championships including:

**Sabine Auken** from Germany has won two Women's World Championships, a World Open, a World Mixed Team Championship playing with Zia Mahmood and she has written a popular book "I Love This Game." Her partner is **Roy Welland** who has won many US National Championships.

**Jacek Pszczola, or Pepsi**, is ranked 30 in the world and is very well known in Australia having played here a number of times and his wins include a Open World Championship and a Mixed World Championship. Playing with Pepsi is **Jacek Kalita** of Poland, ranked No 2 in the world.

**Reese Milner** of the USA is World No 1 Senior and his partner **Hermant Lall** is No 2 Senior and father of leading international prodigy, 25 year old **Justin Lall**.

**Everybody Welcome**

**The whole APBF is open to everyone so come to Perth. There are pairs and team's events in Open, Women, Senior and Youth Categories as well as a Bridgefest on the side for experienced or newer players.**

**Gold Point Events**

Wed - Thur April 15 – 16

Fri – Mon April 17 – 20

Tue – Wed 21 April 22 April

**April Packer & Co Swiss Imp Pairs**

**APBF Teams Championships**

**APBF Pairs**

**Daily Red Point Sessions**

Every day there are one session Red points pairs events for only \$20 per player with two session All day Swiss Pairs at the weekend for only \$40 per player a day.

**Great Value**

If you play in the Teams event then you get **FREE** entry into the Tuesday and Wednesday APBF Gold Point Pairs on 21-22 April. So 6 days of bridge for \$400 if you are in a four person team or \$67 a day and a total of \$267 or \$45 a day if you are in a 6 person team.

Get your entry in to play alongside or even against the champions of bridge in Perth at <http://www.abfevents.com.au/events/apbf/2020/>

## Marketing Workshops

Peter Cox is conducting Marketing Workshops around Australia to help Clubs grow members. He would like to visit your club or state body to conduct a Marketing Workshop with your members. You are encouraged to invite clubs from the surrounding area so we can grow bridge nationally together.

The ABF will cover Peter's costs for running the workshop and any travel or accommodation required so it is free to you. All you need to provide are the attendees, a venue and some refreshments.

The content includes:

1. Understanding the Bridge Market
2. How to acquire new players
3. Local marketing and promotions
4. Social Media and Facebook Advertising
5. Welcoming new bridge players
6. How to retain beginners with The Buddy System
7. Bridge On Demand – bridge coaching all year round
8. How to write Press Releases
9. How to apply for ABF Marketing Grants



The full presentation takes a day with one 2 hour session before lunch and a two hour session after lunch. A condensed session can be provided if part of a conference.

Please contact Peter at [petercox@ozemail.com.au](mailto:petercox@ozemail.com.au) or on his mobile on 0413 676 326.

Otherwise he will be on the ABF Marketing stand at major congresses if you would like to discuss holding or attending a workshop.