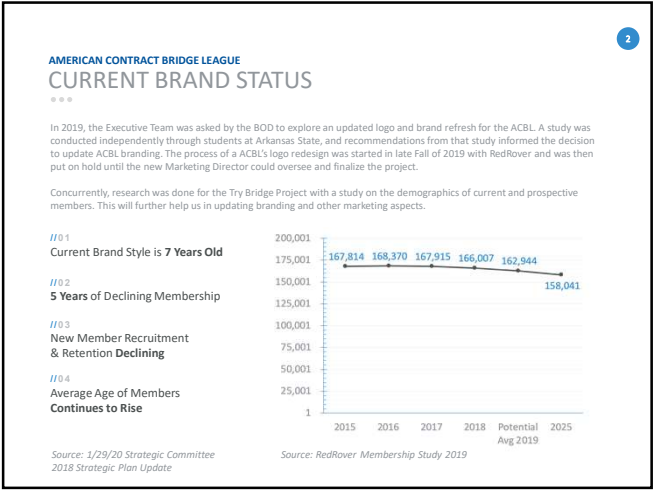




1



2

The slide is titled "S.W.O.T ANALYSIS" and contains four sections: Strength, Weakness, Opportunities, and Threat. Each section is preceded by a large letter in a circle.

AMERICAN CONTRACT BRIDGE LEAGUE
S.W.O.T ANALYSIS

S **Strength**
Excellent product
Strong organization
Outstanding NABC Tournaments

W **Weakness**
Average age and new member age is too high
Membership/Tournament attendance declining
Not attracting 45 - 60
Fewer people familiar with bridge
Internal issues consume resources
Lack alignment of stakeholders priorities

O **Opportunities**
Take advantage of the internet and social media to promote bridge
Reach younger adults with Apps and e-games that are preludes to bridge. Criteria are speed, excitement, not overly complicated, competitive and fun
Cooperate with internal and external partners
Improve marketing

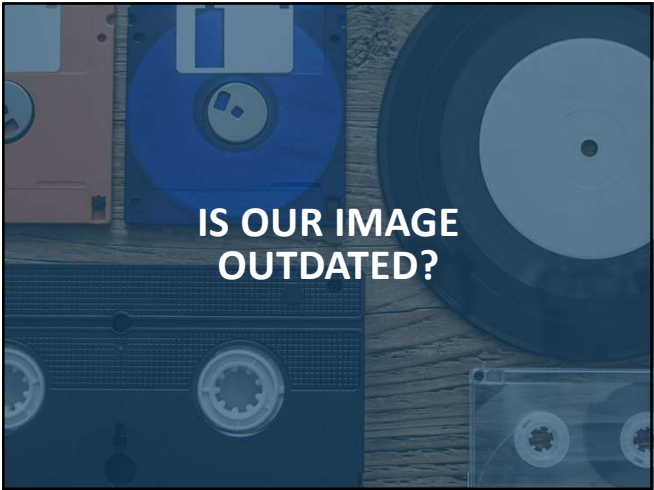
T **Threat**
Average age is too high
Inability to grasp various ways of playing it—online, face-to-face, in clubs as well as at tournament sites. These must exist in harmony and need to be seen as complementary rather than competitive
Management may be listening to complaints of a very few and may be trying to solve problems that either don't exist or are applicable to only a few squeaky wheels

Source: Strategic Committee 2018

3



4



5



6



**ARE WE GROWING
OR REPOSITIONING?**

7



WHY NOW?

Branding is just the tip of the iceberg.

8



MEMBER RETENTION

9



MEMBER ACQUISITION

10



MARKET SHIFT

11



STAFF EFFICIENCIES

12



13



14



15



16



17



18

AMERICAN CONTRACT BRIDGE LEAGUE
IMPROVEMENTS

1101

Clearly displays who we are and what we do

1102

Combination of Modern + Historical Typography

1103

Colors and visuals inspire a sense of class

1104




Proudly demonstrates our legacy — Established 1937

1105

Carries old elements forward

1106

Includes all the pips



AMERICAN CONTRACT
BRIDGE LEAGUE
— DEALING INFINITE POSSIBILITIES —

19

2021 OBJECTIVES



INCREASE
MEMBER
VALUE



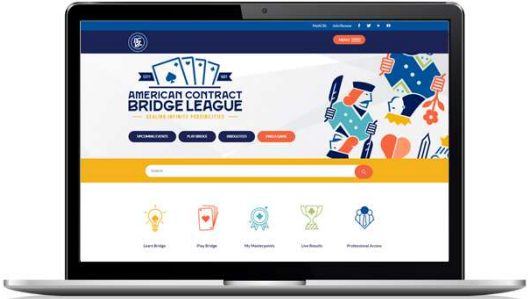
IMPROVE MEMBER
RECRUITMENT
& RETENTION



STABILIZE
MEMBERSHIP BASE

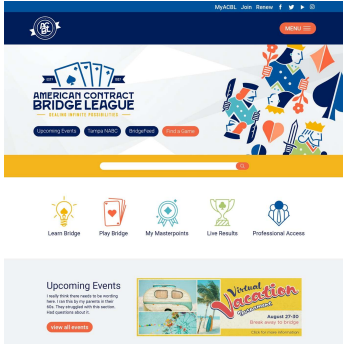
20

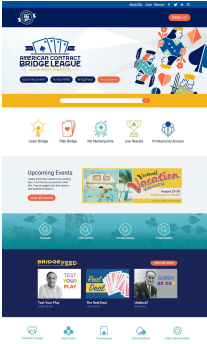
AMERICAN CONTRACT BRIDGE LEAGUE
WEBSITE REDESIGN



21

AMERICAN CONTRACT BRIDGE LEAGUE
WEBSITE REDESIGN





22



THANK YOU!

23