

PLAYERS GUIDE

MEDIA, SPONSORS AND FANS

MODULE 1

INTERVIEWS - PRACTICAL ELEMENTS & TIPS

- 1 POSTURE
- 2 INTERVIEW TECHNIQUES (PRACTICE INTERVIEWS)
- 3 EYE CONTACT
- 4 SMILING/AWARENESS OF THE IMPACT OF SMILING
- 5 CONVEY FEELINGS; BE HUMAN
- 6 BE 'CLUED IN' – UNDERSTAND WHEN YOU ARE EXPECTED TO SPEAK AND WHAT TO SAY...EVEN WHEN A SPECIFIC QUESTION IS NOT ASKED
- 7 LEARN SOME ENGLISH PHRASES – E.G. "THANKS TO ALL THE SPONSORS AND FANS"
- 8 STAY CALM – EVEN WITH DIFFICULT INTERVIEWS/CONTROVERSIES



MODULE 2

WHAT MEDIA WANT/ EXPECT - HANDLING INTERVIEWS

- 1 BE ACCESSIBLE
- 2 ENGAGING; PAYING ATTENTION
- 3 COURTEOUS
- 4 INTERESTING, PERSONABLE RESPONSES TO QUESTIONS (THINK ABOUT WHAT INTERESTS YOU ABOUT YOUR SPORTS IDOLS)
- 5 ALWAYS BE WELL PRESENTED/DRESSED – APPEARANCE IS IMPORTANT!



MODULE 3

WHAT SPONSORS/CORPORATE PARTNERS EXPECT

- 1 THAT PLAYERS KNOW THEIR BRAND; MENTION IT; THANK THEM FOR SPONSORSHIP; SAY HOW GOOD THE EVENT IS AND THAT THEY ENJOY COMING TO IT AND THAT THEY WILL COME BACK
- 2 THAT PLAYERS UNDERSTAND THE DIFFERENCE BETWEEN PERSONAL SPONSORS AND EVENT SPONSORS – NEVER MENTION PERSONAL SPONSORS AT TOURNAMENT SPONSORS' EVENTS
- 3 THAT PLAYERS CONDUCT THEMSELVES PROPERLY – BOTH ON AND OFF COURT
- 4 THAT PLAYERS RECOGNISE THE BWF WORLD SUPERSERIES' DEPENDS ON SPONSORSHIP – TRY TO DO SPONSOR OBLIGATIONS AND EVEN SOMETIMES REQUESTS THAT ARE NOT OBLIGATIONS
- 5 THAT PLAYERS REMEMBER SPONSORS ARE FANS TOO!



MODULE 4

WHAT FANS WANT/EXPECT

- 1 TO KNOW MORE ABOUT THEIR FAVORITE PLAYERS – THE PERSON!
- 2 TO FEEL THEY HAVE THINGS IN COMMON WITH PLAYERS
- 3 THEY WANT PLAYERS' TIME AND ATTENTION – AUTOGRAPH SESSIONS; FAN EVENTS; COMPETITIONS; ONLINE CHATS
- 4 THEY WANT PLAYERS' GEAR – GIVEAWAYS ARE ALWAYS GREAT!
- 5 TO KNOW PLAYERS CARE ABOUT FANS – ALWAYS THANK AND ACKNOWLEDGE FANS (THEY PAY TO WATCH BADMINTON)



MODULE 5

HOW PLAYERS BENEFIT (WIIFM – WHAT'S IN IT FOR ME)

- 1 MORE EXPOSURE AND RECOGNITION – LEADS TO NO. 2 AND NO. 3
- 2 ENDORSEMENTS – INCREASED EARNINGS
- 3 POPULARITY
- 4 GREATER EXPOSURE AND POPULARITY FOR BADMINTON WHICH INCREASES INTEREST IN AND THE SUCCESS OF THE SPORT GLOBALLY
- 5 GOOD RANKINGS AND WINNING EVENTS GIVE PLAYERS A "COMMERCIAL VALUE" TO POTENTIAL SPONSORS, ETC.

