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18<sup>th</sup> November 2008

Dear Jose

Congratulations on what I hear was a very successful event in Beijing. We were immensely proud of all our teams that took part, and especially our Under 21s and Open teams who won Silver and our Women's team who won Gold!

We were, however, concerned about several aspects of the World Mind Sports Games (WMSG) and I have been asked by the EBU Board to bring these to your attention.

### **Free Flights for Juniors**

Why we were not informed of the airport taxes on the juniors' free flights well in advance?

These "free flights" ended up costing us £3700. We were not made aware that we would have to pay airport taxes until just before the WMSG took place. We would like to know whether the WBF are planning to make any contribution towards these flights that were promised as free?

### **Promotion of the WMSG**

How much did you budget and what were your plans for the promotion of the bridge aspects of the WMSG?

We had great difficulties when promoting the winners of our medals in England as none of the national news media knew about the WMSG. We do not have the capability, skills or resources to promote a global event, and believe this should have been done by the organising body which should have had the capacity to brand the event, plan the publicity about it and get global news and sports media in situ in Beijing to cover it.

We are a very small national bridge organisation with one communications officer who is responsible not only for promoting the game nationally, but regionally and locally too. He contacted our own bridge press and they too worked very hard to get coverage in their national papers but, in the main, were unsuccessful. We set up links from our website and asked our members to lobby the press, radio and TV for coverage. These sterling efforts resulted in some exposure on national television and radio news and in some national newspapers.

### **WMSG 2012**

What are your plans for 2012? Where do you plan to hold the WMSG in that year? What plans do you have for promoting the event then, and how much have you budgeted for the bridge aspect of the games?



## **WBF Accounts**

Although this doesn't relate specifically to the WMSG, it would help the EBU Board immensely in its understanding of the operations of the WBF if you could explain why the most recent published accounts available on your website are for 2005? We are also interested to know what the expenditure of €38,400 on a London office, stated in those accounts, represents.

I look forward, very much, to receiving your answers to these questions.

Very best wishes

Yours sincerely

Sally

Chairman  
English Bridge Union

cc EBU Board  
David Harris  
Gianrigga Rona  
ACBL  
EBL Zone members