

**BHBC Promotion Committee**  
**Preliminary Report of First Meeting on April 23, 2019**

- **Recruit** and funnel newcomers into Bridge I and out into:
  - Bridge 2
  - Supervised Play
  - Novice Game
  - Social Game (non-duplicate, non-sanctioned)
- **Outreach**
  - Clubs (country clubs + Ebell + Soho House)
  - Schools
  - Companies (Google, Facebook)
  - Social influencers and evangelicals
  - Facebook page (must create)
    - Facebook advertising (paid)
- **Training**
  - Create Syllabus for Bridge 1
  - List of possible trainers
- **Pricing**
  - Six free sessions of Bridge 1, or
  - Full pricing for Bridge 1 and discounts and incentives for participants
  - Lifetime value proposition
- **Expertise**
  - Profiles on website of top BHBC players
  - Panel of experts
  - Ask an expert (website feature)