



## Study Group Scheme

### Dutch Futsal

Own organisation, own sport connected  
with football & building a customer driven  
market



## Programme

- |                  |   |
|------------------|---|
| <b>15.00 hrs</b> | <b>Presentation Futsal by Willem Bos<br/>(marketing) Marius Privee (Football<br/>Development)</b> |
| <b>16.00 hrs</b> | <b>Practical session   explanation of the education<br/>of futsal ( What and how to learn)</b>    |
| <b>19.00 hrs</b> | <b>Dinner at KNVB Hotel</b>   |



## Co-presentation

**Marius Privee:**

**Futsal development**

**KNVB – coach women’s national team**

**Head of talent development**

**Willem Bos**

**Marketing futsal**





Scope of presentation

**KNVB's R (Willem) &D (Marius) Department**

**“What if we were a car manufacturer?”**



## *KNVB Organisation*

- **Futsal makes its own decisions.**
- **Two important ambitions : 130.000 members and top ten of the world.**
- **Cooperate with football.**
- **Every region has an own team of employees (futsalteam)**
- **A new logo**
- **A new website (2012): experiencing the sport together with the customer**



## *KNVB Contention*

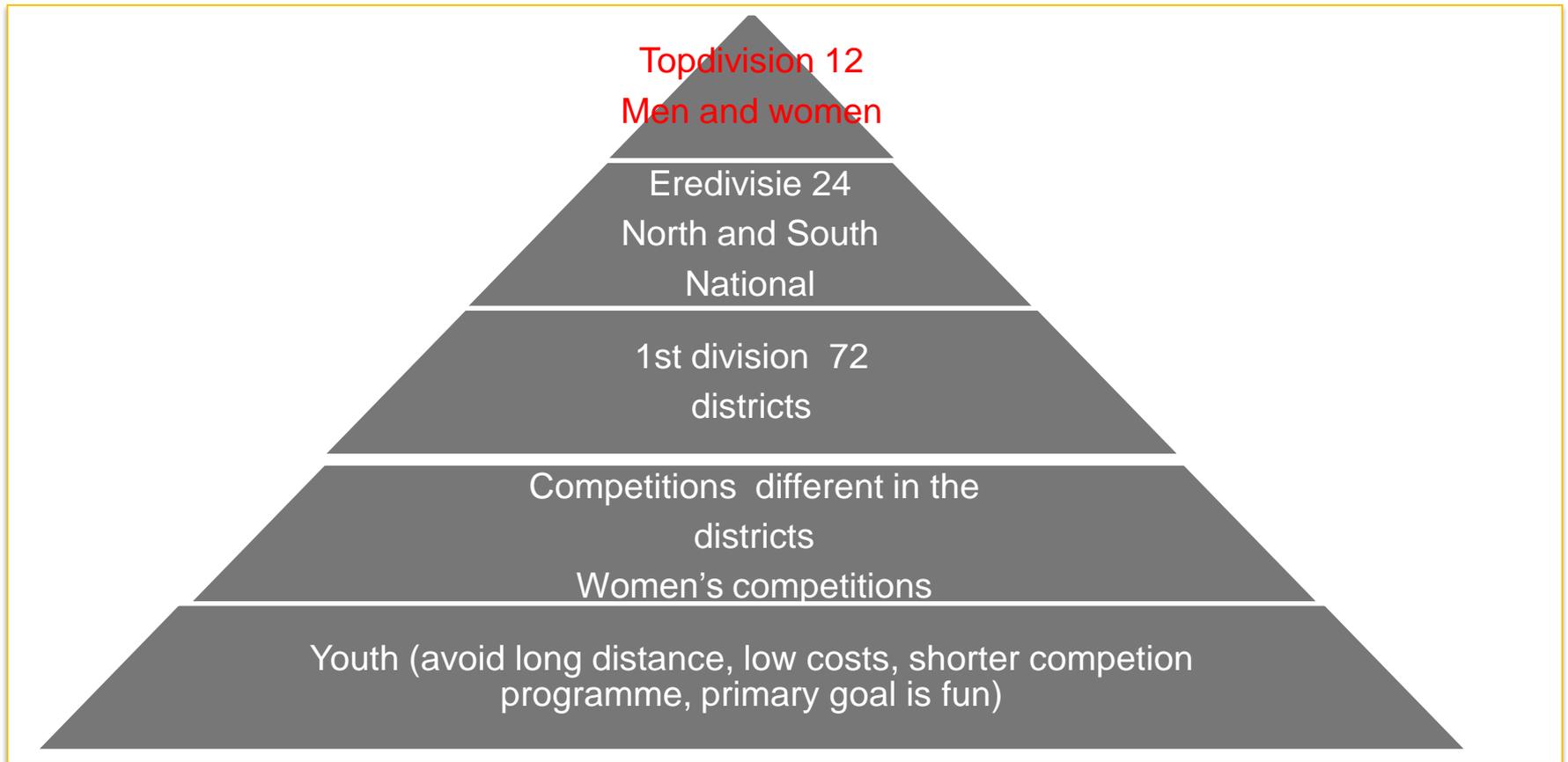
**What is Futsal ?**

**How does someone learn Futsal?**





## *KNVB Competitions*



## Important rules

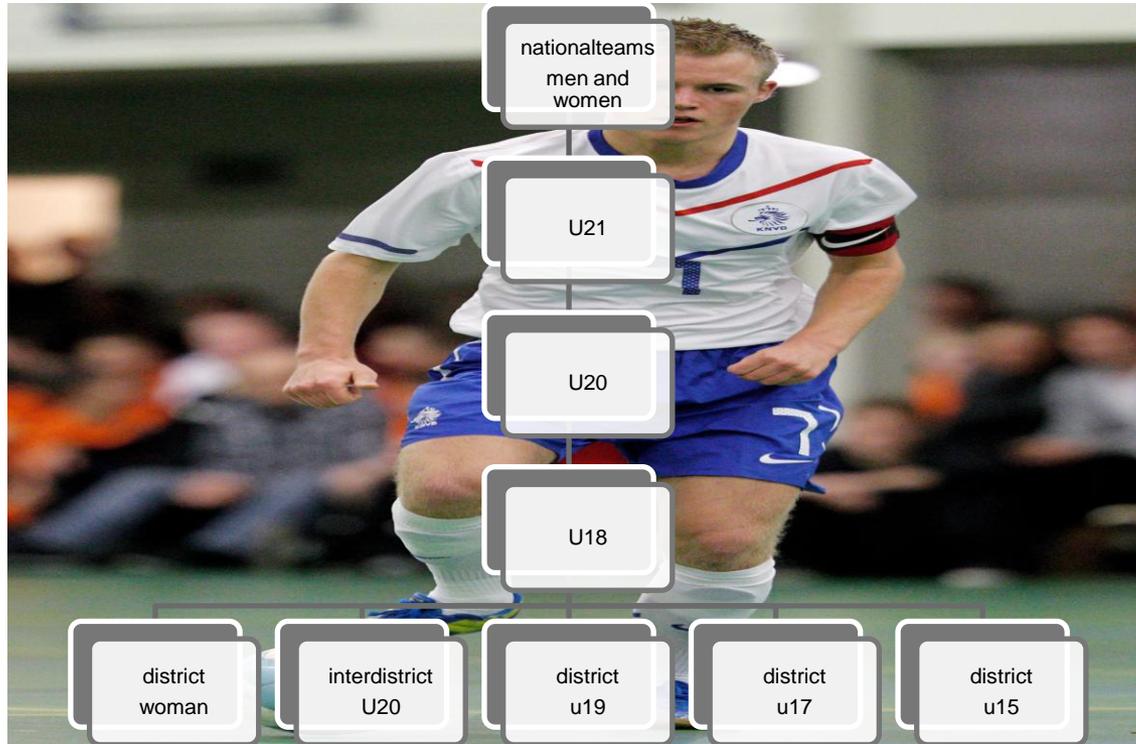
### **National competitions : License provisions**

*Most important :*

- *Training intensity (quality and quantity)*
- *Trainers' licensing*
- *Youth development*



# Futsal divisions at KNVB



## **Education KNVB Academy**

### **Coach:**

Futsalcoach 3

Futsalcoach 2

Clinics

Refresher courses

**Referee - education**





## Qualitative & Quantitative research



What colour is your car?

We only offered blue cars

But it's impossible to make a car in one colour everybody likes

The customer wants more colours



## Youth futsal on schools (elementary, secondary, community college)



## **Education and futsal**

**Develop cooperation with education on a different level:**

Elementary education

Secondary education

**What ?**

Sports

National Championships

Education

Competitions after school

**Who?**

Clubs, schools and local governments





## View of the future?

