



Study Group
Scheme

KNVB

Girls' and women's football marketing

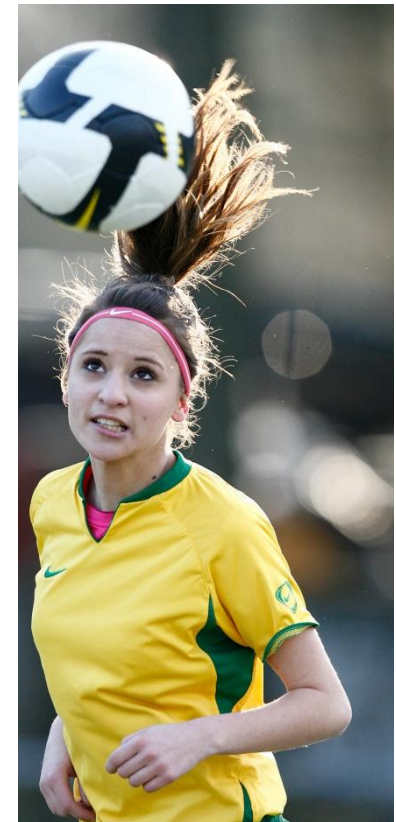
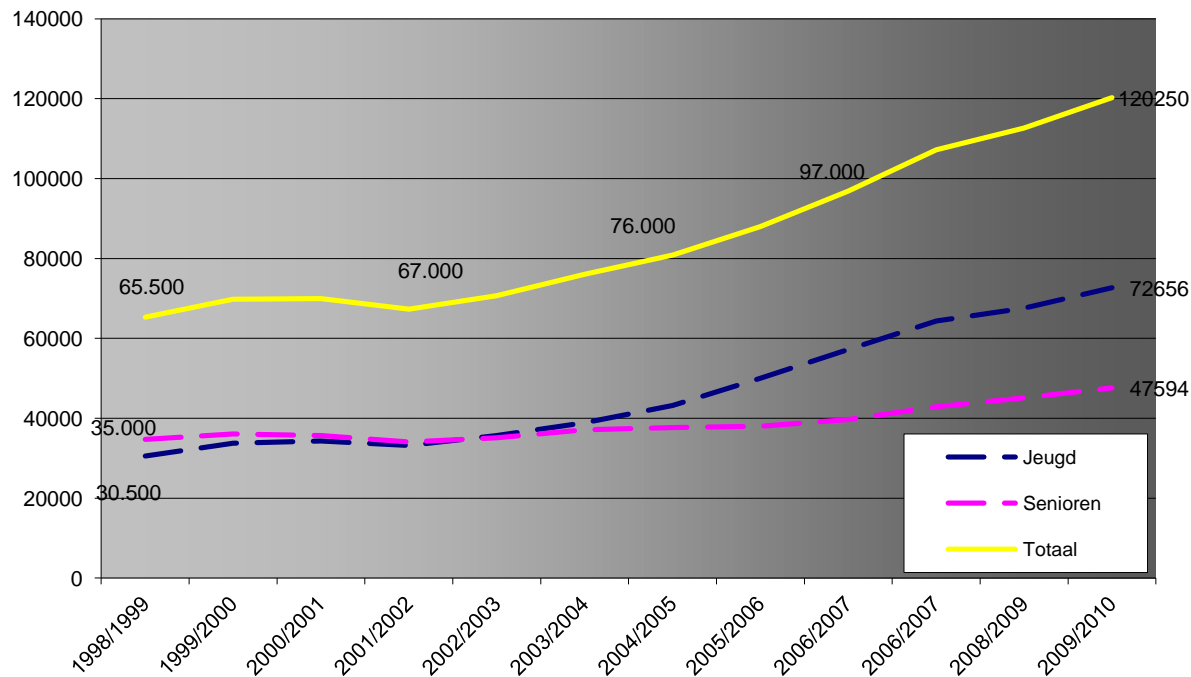


KNVB marketing and communication targets

- 1. Increasing awareness and improving the image of girls' and women's football in the Netherlands**
- 2. Realizing additional membership growth (and retention) among girls and women in amateur football**
- 3. Making clubs stronger and improving the structure of girls' and women's football in the Netherlands**
- 4. Commercializing the 'tripod' of girls' and women's football in the Netherlands, including Dutch premier league and Dutch women's team**



Development female members





Grassroots



***“24/7 - 365”
attention!***

Events

Online

PR

(TV)

Premier league

Dutch women's team



Grassroots

informing – participating – recruiting



Girlfriendsday

recruitment – promotion





KNVB girls clinic

recruitment – promotion





Tina Day 2010

promotion – informing

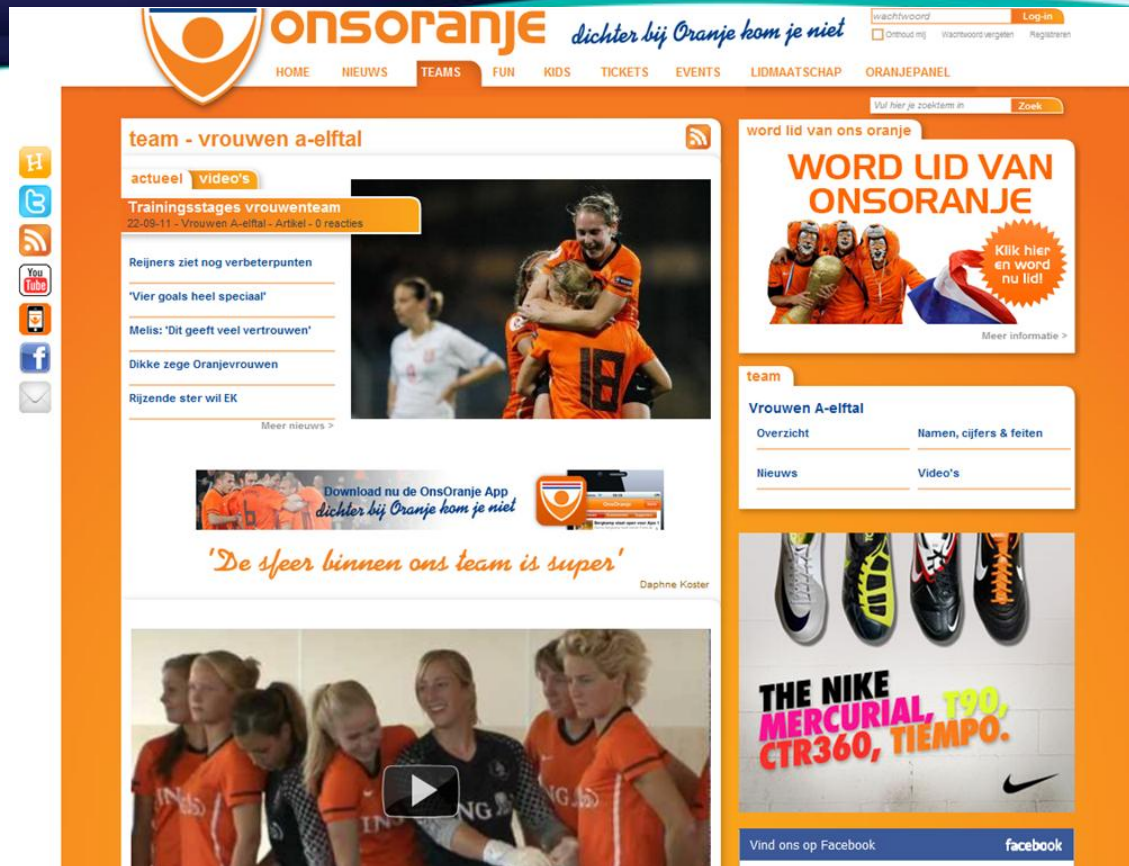




KNVB Talent Team

promotion – education





KNVB women's football online

visability – connecting – promotion



Planning 2011-2012

Meisjes- en vrouwenvoetbal

	jul	aug	sep	okt	nov	dec	jan	feb	mrt	apr	mei	jun	jul	aug
Oranje EK kwalificatie wedstrijden														
Oranje wedsrijden overig														
Oranje voetbalontwikkelingsactiviteiten														
KNVB clinics														
KNVB themabijeenkomsten														
KNVB Vriendinnendagen														
KNVB campagne														
Eredivisie vrouwen														

	Oranje
	KNVB
	Voetbalontwikkeling
	Eredivisie vrouwen



Dutch women's team

promotion – knowledge exchange moments



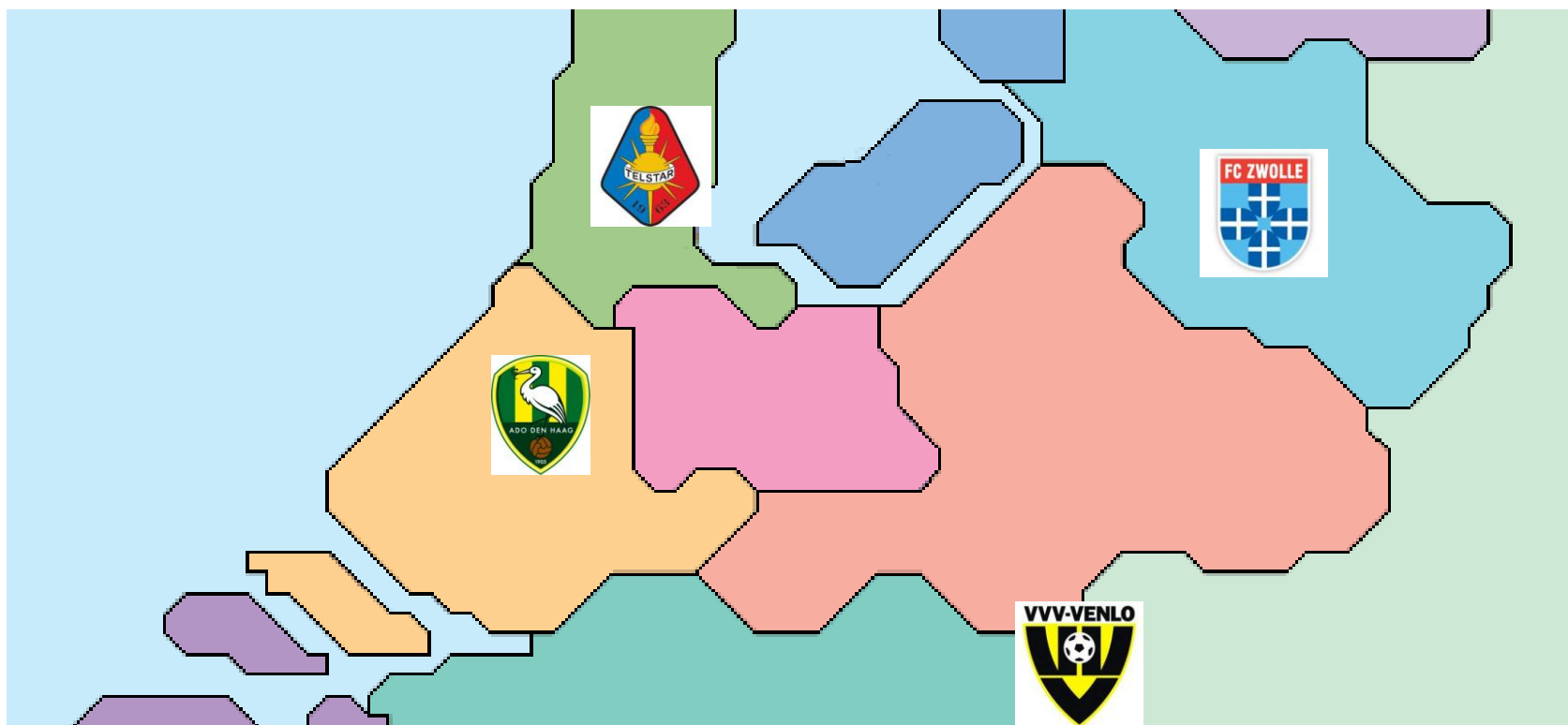
De jacht gaat door!

Create visibility



De jacht gaat door!

Locations





De jacht gaat door!

Claim women's football moments





De jacht gaat door!

Create OranjeHeldinnen



De jacht gaat door!

October 27th HOLLAND VS ENGLAND





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