



Study Group
Scheme

Dutch Futsal

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



Programme

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



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

Top division 12
Men and women

Eredivisie 24
North and South
National

1st division 72
districts

Competitions different in the
districts

Women's competitions

Youth (avoid long distance, low costs, shorter competition
programme, primary goal is fun)

Important rules

National competitions : License provisions

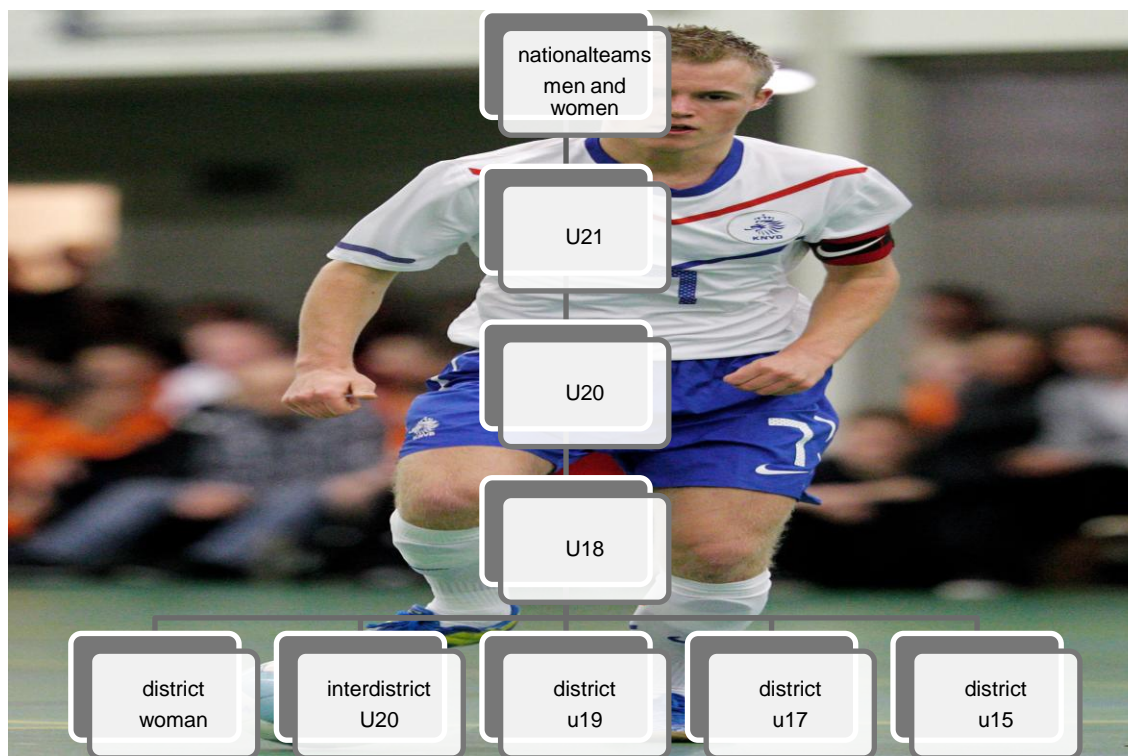
Most important :

- *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?

