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Proud sponsor of the Colombian Squash presentation in the
World Squash Federation Development Conference
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COLOMBIAN NATIONAL JUNIOR PLAN | HOW TO TAKE OUR SQUASH TO THE NEXT LEVEL
1. THE PLAN (TALENT SPOTTING)
2. MASSIFICATION
3. MARKETING
THE STRUCTURE OF THE NATIONAL JUNIOR PLAN IS DESIGNED IN THREE LEVELS

1. Talent Spotting
2. Talent Technical Support
3. Junior Elite Team
1. THE PLAN

talent spotting
"A selection system properly supported allows to select the best talent in a determined population, which becomes not only in better results but also an optimal use of material resources, financial, technical and human"
The first level of our National Junior Plan is the detection of talents. Thinking at this point, we took on the task of first identifying the barriers to the recruitment of a potential critical mass of players to get the champion that we need in 2020. This is a short list of what we found:

- The Squash in most cities is a private sport and do not have public venues
- The difficult access of the poor population to these private sports venues
- Ignorance of the sport and its scope and benefits
- Socially considered an elitist sport
HOW TO OVERCOME THESE PROBLEMS AND MOVE TO THE NEXT LEVEL?
THERE IS A SOLUTION
WE WILL BRING THE SQUASH TO THE KIDS
Through the inflatable Squash courts

These courts have the facility to be installed on any surface and have the necessary technical conditions for teaching the sport and to detect the talents of this country.
SO
WHAT MAKES IT DIFFERENT?
“the natural instinct to compete”
FEDERACIÓN COLOMBIANA DE SQUASH
Given these difficulties we designed a strategy called:

Where we take the Squash directly to children from 5 to 12 years studying in public or private school destroying the barriers that prevent us from reaching that target and to show the benefits of this sport in the physical and all its scope social.

This plan is designed in the form of competition, arriving at the vast majority of schools in major cities in search of the ideal PLAYER for our sport. At each visit pass a number of players to the next round regional and then national. The whole process of selection will be made by a jury able to choose the best of the best.
INTRODUCTION

PHYSICAL

MENTAL

TECHNICAL

SHORT LIST
FOCUS ON

PHYSICAL - TECHNICAL

COURAGE - DEVOTION

PERSONALITY
Physical Benefits

Social Benefits
WE DID A PILOT
AND THIS IS WHAT HAPPENED
1 DAYS / 2 SCHOOLS

WE MET 318 KIDS (FROM 5 TO 14)

130 SIGNED TO START TAKING (PAID) SQUASH LESSONS
UNTIL THAT DAY THEY DID NOT KNOW WHAT SQUASH WAS
THE ACTIVE SQUASH POPULATION IN THAT CITY IS 200 APPROX.
IN ONE DAY WE FOUND 130 MORE
IN ONE DAY
2. MASSIFICATION
EXAMPLE:
BOGOTA = 2300 SCHOOLS
100 X 20 KIDS
2000
SIGN IF YOU ARE INTERESTED IN YOUR SON TO PLAY SQUASH

WE CREATE THE NECESSITY
BOGOTÁ
CARTAGENA
MEDELLÍN
POPAYÁN
BUCARAMANGA
CALÍ

MULTIPLICATION
POPULATION = POWER
MOVEMENT
COMMUNITY
let's start by dispelling what people see in this sport
Squash is not expensive
Squash is not difficult
Squash is not a: water sport, racketball or .....
SO WHAT EXACTLY IS SQUASH?
Squash is the faster, mind-exciting and most amazing sport in the world.
THAT IS WHAT THEY NEED TO KNOW
BRAND
DEVOTION
SPEED
INTELLIGENCE
CONTROL
EXAMPLE:

*Conect Squash to a concept.

*Convert the Colombian Squash Federation to a concept tool for brands in COLOMBIA
+ Squash = Speed Delivery
+ Colombian Squash Federation = Healthy Community
Q & A
Author

SERGIO BECERRA PEÑUELAL
(General Secretary Colombian Squash Federation)

Co/Author

PABLO FELIPE SERNA
(President Colombian Squash Federation)
secretario@squashcolombia.org.co
presidente@squashcolombia.org.co
becerra@republicaestudio.com