

MY PROPOSAL FOR THE BDO

Dear All,

A few of you may know me, and many of you won't, but I would like to introduce myself formally to you as a proposed Chairman for the British Darts Organisation.

My name is Roger Schena, and I have been part of, or owned a number of businesses throughout my lifetime. Since leaving further education, where I trained as a quantity surveyor, I have been involved in audio visual, building and construction businesses, but more recently darts manufacture and darts management.

Some people involved in darts will have become acquainted with me through my management of darts players. I currently look after the interests of Lisa Ashton, Dean Reynolds, and also Dave Chisnall. I have been made aware of comments regarding "conflict of interests" but on the contrary, I feel my all round knowledge of the darts world should be seen as an advantage.

I have played the sport of darts for over 30 years myself, initially playing in local leagues, progressing to Super League and reaching the pinnacle of my own darting career by playing for Middlesex County in 2011. I hold a position on the Middlesex County Executive Committee, and I have been the Chairman of the Mens' Super League for a number of years.

I have always loved the sport of darts and, in recent years, it has pained me to see the BDO's fortunes decline. I refuse to be drawn into a blame game as I feel that those at the helm have done their best, we need to learn from the past and move forward and now is the time to get back on the right track.

Website / New Media / Press

At present I feel that the BDO website is not as clear, informative and user friendly as it could be. We want the BDO website to be the "go to" website, like every other major organisation has. We need news feeds, up to date results and relevant stories being posted on a regular basis with press releases. It would be advantageous to have a press officer and journalist to feed stories out, not only to new media outlets but also to the traditional national and local press. We cannot promote our product unless we release it for people to see.

Social media is a very powerful marketing tool and this medium must be exploited. We must utilize, Twitter, Facebook, YouTube, Instagram and all the other significant platforms, postings to these outlets need to be scheduled, planned, strategic and regular. The more active we are, the more we can promote ourselves.

With television viewers on the decline it is imperative that we look to the future of broadcasting events via other means like streaming, but in a more professional manner with the future possibility of a subscription service in order to view events.

Working Together

I am aware that the BDO has become somewhat fragmented in recent years and there appears to be fighting within the organisation, which cannot continue if we are to move forward. If I were to be elected, it would be an absolute priority to speak with the 3 home countries and all 65 counties at all levels, in order to utilise the talent within our organisation to push the BDO forward. I am fully aware that agreement may not always be reached, but I am sure compromise can. This is our organisation and I am certain that no one wants it to fail.

Premier Events

I have watched with despair some of our events and feel huge sympathy with the players, playing in sub-standard venues with almost no spectators – the recent World Trophy being a case in point. I have several well-appointed contacts who could relocate some of these events to locations where we could promote properly, gain increased sponsorship and achieve vastly improved ticket sales, improving revenue. You can only attract sponsors if you have a product that is up to standard. We have the players and the system in place, and they deserve better.

I am extremely confident of obtaining, and increasing sponsorship for our 'Premier Events' and this will eventually filter down into our non-televised events.

Youth

It is important that we continue the investment made by the BDO in the youth and moving forward we must implement an effective system for the up and coming youth players. This should include the continuation of our involvement in The Europe Cup for all 3 countries. The youth are our future.

Transparency

If I were fortunate enough to be elected, I would ensure that all members' voices are heard and they are kept up to date with our decisions and reasons for them. I am aware that when decisions are made they are not always popular, but with open communication we can at least make sure that everyone is kept in the loop.

Conclusion

I feel that thanks is due to the current BDO Directors for their endeavours over the past years and I would look forward to working with some of them. I know that we will move our organisation forward with their continued help and support, but also the help of yourselves, the members.

No one wants our organisation to fail, and with your support, it won't

Yours faithfully,

Roger Schena