

# ETTA Explore – New Table Tennis Resource

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## English Table Tennis Association Nets a Winning Partnership with Into Sport Group

English Table Tennis Association (ETTA) has signed a landmark agreement with Into Sport Group, a technology development provider, that will transform the accessibility and quality of development resources available to licensed coaches, clubs and schools.



The new partnership will include the creation of Explore, an online portal designed to support the delivery of table tennis and encourage new participants to take up the sport. The site will include a personal session planner enabling users to create their own programmes from a range of videos and activities.

The platform will modernise the delivery of information and resources, providing a more engaging experience for players, teachers and coaches at all levels. Each user will have a unique login and password, providing them with secure access to a wide variety of content such as videos, documents, presentations and activities.

It will be built on Into Sport Group's Vanquish platform, the leading cloud collaboration and content management service for sports organisations. Explore will utilise the Vanquish module known as Enable to deliver a fully supported service, leaving ETTA to focus on the development of content and resources. It will also allow ETTA to generate revenue, reduce costs and eliminates the need for in-house technical support.

Colin Miles, Managing Director of Into Sport Group said:

"We're delighted to be working with ETTA and their forward thinking development team, and we're excited to be supporting the development of Table Tennis in England.

Enable is great solution for organisations wishing to share video and other content with a large number of users, within a secure and fully supported platform. It's quick to deploy, a significantly lower investment that building and managing internally, and allows each partner to benefit from ongoing feature updates and improvements"

Jon Pett, Coach Education Manager for ETTA, is pleased to be working with Into Sport Group:

"ETTA understands that a project of this scale requires a vast amount of technological expertise and a supportive development partner. We have the content and the knowledge of our sport, and in Into Sport Group we have found a company that are not only experts in technology, but also have a deep understanding of the objectives of our organisation.

"After a thorough review process we now have an innovative solution that we believe will revolutionise the delivery of table tennis education in this country."

**The resource is due to go live in September 2011....watch this space for more information!**

### About Into Sport Group:

Into Sport Group is a technology and media business specialising in sports development and brand marketing, supporting the work of National Governing Bodies and performance sport organisations. The company works in close partnership with clients to help maximise the opportunities in technology and digital media, offering a range of services designed to help enhance performance and support activities at every level of sport.

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