

Planning a promotional event

SIX MONTHS AHEAD Once you have decided what type of event you want to run, set your date. Then check that there are no conflicting events within croquet or the local community. Decide how you will promote your event and get some quotes. Work out your financial requirements then do some fundraising or apply for a grant if you need to.

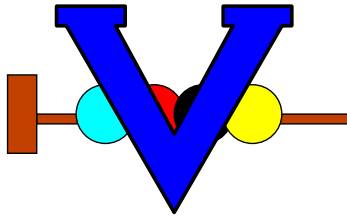
THREE MONTHS AHEAD Invite important locals - eg the mayor, local member, local councillors, local personalities.

ONE MONTH AHEAD Put up posters and distribute flyers. In the poster, be sure to include your club address, the date and time of the event/s, and contact phone numbers and email.

Places you could put your advertising could include:

- Public libraries
- Adult education offices / Mechanics Institutes
- Town hall notice boards
- Dry cleaners and laundromats
- Banks
- Doctors surgeries, hospital outpatients, physiotherapist rooms
- Shopping centre noticeboards

THREE WEEKS BEFORE the event, send out a press release (see example below). Contact your local newspaper and radio stations. Radio stations will read out community announcements if you send them one. Make sure you include your contact details.



Conducting your promotion

When welcoming the visitors give them a name badge and get some personal details. Make sure all participants register and give phone and or e-mail. Ask club members to have their name badge on as well.

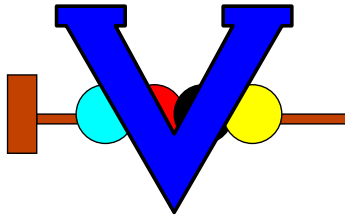
Learning something new can cause embarrassment so make sure you pair them with the same club member for the day and encourage them along.

Have the club suitably decorated to add a sense of occasion. Decide what format you are going with, Golf croquet or Aussie. Children respond to Aussie as they all get to run hoops so keep that in mind if there are families or schools involved. It is very difficult to learn Association in a one off event.

Always try to make the event fun, focus on fun activities as well as game play. We have included examples of some fun exercises in the Social Days section of this document. Give lots of small prizes for achievements such as longest hoop, best stop shot and longest roquet.

Make sure you have a feedback form for them to fill out. It is important to find out what they liked and what they didn't for the future.

A week or so after the event contact them, this is best done by the club member who assisted them on the day of the event. Give them important information about club days etc, and invite them for morning tea or see if they are interested in a free course of coaching for beginners. Sell your club with confidence so you make joining an exciting prospect for new members. If they seem undecided ask if you can contact them again for future club events and then make sure you send a personal invitation to any club functions so that they get a sense of social interaction, they may feel more comfortable joining for social reasons.



Opening of the Season

Holding an Opening of the Season is a perfect way to invite the community into your club or region.

Choose a date early in the croquet season. Try to make it a weekend to maximise community involvement. Three months beforehand find a local personality or government official to run the first hoop of the season. One month before put up posters and distribute flyers. Start advertising in local media.

Make it family friendly, with games for the children and goodie bags, balloons etc.

A sausage sizzle at lunch is always a crowd pleaser.

Have some exhibition games in progress during the day as well as novelty games. Some ideas are listed later in this resource pack.

If this is a regional event make sure you have representation from all clubs in your region. Provide information about each club along with a free information package compiled by the region with input from all clubs.

Make sure you have plenty of advertising for up-coming events and training programs in your region or club.