

Sport England Club Leaders Workshop

Date: Wednesday 27th August 2014

Venue: Suffolk FA, Bill Steward House, The Buntings, Stowmarket, IP14 5GZ

Time: 6.30-8.30pm

The seminar which will focus on 'Developing a marketing strategy' will be an excellent opportunity to gain information and ideas for the effective use of marketing whether that be to establish a new AthleFIT/beginner running group, grow club membership, to promote club events/volunteering opportunities or to ensure that your club/group has the resources needed to be sustainable and successful in the long term.

The seminar is open to all local clubs, coaches and leaders and is free to attend (pre-booking is essential – please note, bookings will be taken on a first come first served basis – where possible, early booking is advised).

This seminar will cover:

- What a marketing strategy should include
- Internal and external factors to consider
- Knowing your club's objectives
- How to develop a marketing strategy
- Communicating what your club/group has to offer
- Knowing your audience
- Considering marketing tactics for your club/session
- Budgeting for a marketing strategy

To BOOK a free place, please use the following link:

<http://www.suffolksport.com/courses.asp?section=0001000100100007&monthinview=2014/8/01&page=2&itemid=293>

Workshop Contact: Tania Spurling

Club and Coach Support Officer – Norfolk & Suffolk
England Athletics
07701099763

Athletics House, Alexander Stadium, Walsall Road, Perry Barr, B42 2BE