

Northamptonshire Club & Coach Development Roadshow 2017

Are you a Coach, Club Secretary, Chair Person, Marketing Officer, Club Member, Fundraiser, Website Co-ordinator or Volunteer?
Then this event is for you!



Date:

Thursday 6th July 2017

6pm - 9pm

Workshops running 6.30-8.30pm
(buffet served on arrival)

Location:

Duston Sports Centre
Cotswold Avenue
Northampton, NN5 6EX

£10 per club
(bring up to
3 members)



Borough Council of
Wellingborough

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www.northamptonshiresport.org

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Workshop Descriptions - each club representative can attend a workshop

1 Marketing Strategy - Reach out & attract with impact

With so many marketing options out there it can leave you in a muddle. This seminar will guide you through the marketing minefield and help you attract new members, raise funds or enhance your club's profile. Launch your marketing mission today.

This workshop covers:

- Shaping up your marketing strategy- what to consider
- Fit to follow framework - to develop your club's strategy
- Methods to motivate - considering different marketing options
- Evaluating your efforts - focus your energy effectively

2 Business Planning - Securing a brighter future

Do you have a dream for your club but struggle to make progress? This seminar will help you put together a simple yet effective business plan for your club to help you plan a brighter future and take real steps to reach your goals. Stop dreaming, start doing.

This workshop covers:

- What a business plan can do for your club
- Key players in developing a business plan
- A simple framework to support your planning
- Top tips of what to include in your plan and common pitfalls to watch out for

3 Find Funding - Securing that much needed cash

Do you need funding for a new club venture but don't know where to look? This workshop will help you to understand the importance of project planning and a good club structure. You will also receive top tips for writing a strong funding application. Get funding fit for the future

This workshop covers:

- The importance of a good club structure to attract funding
- Project planning
- Ways to generate funding
- Grant funding and writing a strong application
- Sport England's new Community Asset Fund

Book places at: www.northamptonshiresport.org/coach-training-courses

For further information contact either:

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