



3. Hosting an Open Day - Planning

Planning Overview

1. Plan				
Audience	Objectives	Selling Points	Timetable	Internal Support
2. Promote				
Targeting	Key Messages	Channels	Internal	Accessibility
3. Deliver				
Atmosphere	Facilities	Activities	Data-Capture	Conversion
4. Evaluate & Follow-Up				
Results	Engage	Commercial Return	WWW EBI	Retention

Step 1: Planning

- Consider your Target Audience
- Selling Points including Club Purpose
- Objectives for the Day
- Timetable for promotional activities and the Open Day itself (see Part 3 Delivery)
- Internal Support e.g. Sub Committee / Club Manager Time Resource
- Decision on package/promotional offering and date of event
- Decide on your 'Plan B' – what will you do if inclement weather?

> Action – Build your Plan

Step 2: Promotion

- Targeting and Accessibility
- Key messages – what is the Club's purpose/vision? What are the key member benefits/USPs?
- Brainstorm promotional activities and marketing channels (e.g. Social media, local press, flyers, junior parents, other sports clubs)
- Review the Facebook Advertising Guide: <https://www.facebook.com/business/ads>
- Create a Welcome Pack for new participants – distribute on the day

> Action – Cost, Timetable, Marketing Mix

Step 3: Delivery

- Create a welcoming environment and warm ambience at your club
- Recruit Active Members as 'Ambassadors' to be on site and welcome your prospects
- Define the Ambassadors remit – tour guide, playing partners, general conversation
- Define 'Customer Journey' (see below)
- Set standards and expectations for Customer Services – 'Warm Embrace'

- Define key stations for Ambassadors e.g. car park, 1st tee, practice ground, putting green, catering, registration desk, etc.
- Facilities, what are you showcasing? e.g. Catering, Bar, Practice, Course = Have the right Club Staff & Ambassadors in place for each facility
- Define & Resource Activities e.g. Fun activities for kids, nearest pin, long drive
- Data-Capture / Registration Desk: Printed forms, laptop or online sign-up
- Conversion: Have an opportunity to make the sale, no one leaves without making a decision, ensure all prospects are at least data-captured, encourage feedback

> Action – Assign staff and volunteers, create the customer journey, ensure conversion, sale or data-capture opportunities

Step 4: Follow-Up

- Analyse your results: Return on investment (income less expenditure)
- How many prospects attended? How many sales were converted?
- Team evaluation debrief: What Went Well (WWW)? Even Better If (EBI)?
- Follow-up with those who did not join on the day – email, phone call, return invite
- Analyse data-capture – who came (demographics), where did they find out about it (Facebook, website etc), why did they join, why didn't they join?
- Club Manager or Event Owner - Thank volunteers for their help and members for giving up the course
- Initiate a 'First 90 Days Retention Strategy' to ensure as many as possible stay as members
- Publicise success to your members and your local community
- Tweak, improve and repeat next year
- Invite new members onto the sub-committee – learn from their first-hand experience

> Action – Team debrief, analyse Return on Investment, follow-up with prospects, 90-day retention strategy, publicise, invite new members to help next year

Best Practice Examples:

