

ACTION PLANNER

	Date started	Date completed	People responsible
8 WEEKS BEFORE			
1 REGISTER			
Decide and agree on your dates			
Decide on the follow-on offer to encourage attendees to join the venue			
Decide on the activities and sessions that will be run on the open day			
Register your open day on ClubSpark and don't forget to publish it!			
6 WEEKS BEFORE			
2 PLAN			
Plan the on-court sessions and activities			
Plan the off-court activities (including food and drinks)			
Recruit volunteers to support the running of the day			
Ensure there is sufficient spare equipment to loan to new players			
Complete a risk assessment for the event			
4 WEEKS BEFORE			
3 PROMOTE			
Develop a marketing and communications plan outlining how and when you intend to promote your open day			
Contact local partners to ask for help in promoting your open day through their networks, e.g. schools, community organisations, local businesses			
Produce and order any free or paid promotional resources that you require from My Tennis Toolkit			
Create an event on your Facebook page and other club social media accounts			
Update your club website to promote your open day			
Produce regular and varied social media content to promote your open day, encouraging members to like and share			

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<p>Develop a Facebook advertising campaign</p>			
<p>Distribute your Barclays Big Tennis Weekend marketing materials in high visibility of the local community</p>			
<p>Run school taster sessions providing students with Barclays Big Tennis Weekend promotional material</p>			
<p>Use our handy press release template to share your event with local press</p>			
<p>Attend relevant local community events to promote your Barclays Big Tennis Weekend</p>			
<p>1 WEEK BEFORE</p> <p>4 FINAL PREPARATIONS</p>			
<p>Print out attendance registers, photo consent forms, etc.</p>			
<p>Consider the welcome and check-in process for attendees, making sure it is a smooth and welcoming process</p>			
<p>Ensure your venue is well sign posted to help attendees find you</p>			
<p>Remind your volunteers of the details for the day</p>			
<p>5 ON THE DAY</p>			
<p>Get to the venue early to set up and put out equipment</p>			
<p>Provide a detailed briefing to the volunteers, ensuring they know what they are doing and what is expected of them</p>			
<p>Ensure that you have the necessary materials to promote the follow-on offers for the venue and to sign up new members or participants to the coaching programme</p>			
<p>1 WEEK AFTER</p> <p>6 POST EVENT</p>			
<p>Upload all attendance data to the 'Attendees' section within ClubSpark</p>			
<p>Thank your volunteers and get feedback on how to improve the running of your open day for future Barclays Big Tennis Weekends</p>			
<p>Contact attendees to thank them for coming and encourage them to continue playing at your venue and how they can do this by promoting your follow-on offers</p>			