

ACTION PLANNER



8 WEEKS BEFORE	1 REGISTER	Date started	Date completed	People responsible
	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 venue social media accounts			
	Update your venue website to promote your open day			
	Produce regular and varied social media content to promote your open day, encouraging members to like and share			

1
WEEK
BEFORE

	Date started	Date completed	People responsible
Develop a Facebook advertising campaign			
Distribute your Barclays Big Tennis Weekend marketing materials in high visibility of the local community			
Run school taster sessions providing students with Barclays Big Tennis Weekend promotional material			
Use our handy press release template to share your event with local press			
Attend relevant local community events to promote your Barclays Big Tennis Weekend			
4 FINAL PREPARATIONS			
Print out attendance registers, photo consent forms, etc.			
Consider the welcome and check-in process for attendees, making sure it is a smooth and welcoming process			
Ensure your venue is well sign posted to help attendees find you			
Remind your volunteers of the details for the day			
5 ON THE DAY			
Get to the venue early to set up and put out equipment			
Provide a detailed briefing to the volunteers, ensuring they know what they are doing and what is expected of them			
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			
6 POST EVENT			
Use the ClubSpark event module to update registers and check in attendees, giving you an electronic database of your attendees			
Thank your volunteers and get feedback on how to improve the running of your open day for future Barclays Big Tennis Weekends			
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			

1
WEEK
AFTER