



**CLUB FORUM WEBINARS 2020**



# CLUB FORUM WEBINARS

In partnership with the LTA we are pleased to announce a number of webinars designed to support clubs through a number of 60 minute sessions delivered by the Tennis Wales team or a National Partner. A wide range of topics are available to support your club's needs. Find sessions which will help you to develop your club and programme and book your space via the link.

Topic	Content	Date	Time	Book Here
Growing your Members and Players'	Updated for 2020, a chance to revisit the growing your membership club forum from last year. Over 850 clubs have now taken advantage of a local profile report in order to understand more about their members, understand their catchment and potential, enabling them to build successful recruitment campaigns.	Wednesday 21 <sup>st</sup> October 2020	7pm	<a href="#">Click here to register</a>
Membership retention	Given the influx of new members and players to the sport during the Covid19 pandemic now is a great time to be focusing on your clubs' retention strategies. This webinar will show you why you should focus on retention; share some simple tools to start measuring your attrition rates and support you with your future plans around keeping your members and visitors happy.	Wednesday 11 <sup>th</sup> November 2020	7pm	<a href="#">Click here to register</a>
Programming and court utilisation	turning your venue into revenue - From calculating your own court utilisation through to building an effective programme, this webinar will give you some top tips to help you review the quality of your own programme to ensure it meets the needs of your members as well as the wider community.	Wednesday 18 <sup>th</sup> November 2020	7pm	<a href="#">Click here to register</a>
Good Governance - developing an effective strategic plan	An effective strategic plan should be at the heart of any well run sports club. This webinar aims to set out what constitutes an effective plan, its value, function and who should be involved in the process. We will give you a simple framework to start building out your own plan towards a healthy future.	Wednesday 25 <sup>th</sup> November 2020	7pm	<a href="#">Click here to register</a>

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Topic	Content	Date	Time	Book Here
Finance fundamentals	In partnership with Deloitte this webinar aims to cover important topics such as the purpose of budgeting and forecasting, monitoring your performance against budget and how to take corrective action.	Tuesday 20 <sup>th</sup> October 2020	2pm	<a href="#">Click here to register</a>
		Tuesday 27 <sup>th</sup> October 2020	7pm	<a href="#">Click here to register</a>
Social media made easy!	In partnership with Deloitte this webinar will give you an overview of the most effective social media channels available for digital marketing. In addition, how you can identify which channel(s) are most appropriate to attract certain a customer group(s) on and some simple do's and don'ts for effective social media marketing.	Wednesday 4 <sup>th</sup> November 2020	10am	<a href="#">Click here to register</a>
		Thursday 12 <sup>th</sup> November 2020	7pm	<a href="#">Click here to register</a>
Creating effective digital marketing campaigns	Marketing series partnership with Deloitte will focus on supporting your club to use social media channels (e.g. Facebook, Google SEO) to create and manage a digital marketing campaigns and track effectiveness and ROI.	Thursday 19 <sup>th</sup> November 2020	2pm	<a href="#">Click here to register</a>
		Tuesday 24 <sup>th</sup> November 2020	7pm	<a href="#">Click here to register</a>

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Topic	Content	Date	Time	Book Here
easyfundraising webinar	<p>Don't miss out on this opportunity to hear about how to get free funding for your tennis club through everyday online shopping with 4200+ retailers including Amazon, Asos, Booking.com, Currys PC World, eBay, and John Lewis and Partners.</p> <p>Find out how to fund equipment for your club, raise funds for an event or fund coaching qualifications just by shopping online.</p> <p>easyfundraising will share how other clubs have been successful, how you can utilise the free resources available and some tips for fundraising success.</p> <p>Plus it's your chance to ask questions and find out how your clubs can maximise this great source of free funding.</p>	Wednesday 14 <sup>th</sup> October 2020	11am	<a href="#">Click here to register</a>
		Thursday 29 <sup>th</sup> October 2020	7:30pm	<a href="#">Click here to register</a>
		Thursday 12 <sup>th</sup> November 2020	11am	<a href="#">Click here to register</a>
LTA Buying Group	<p>In partnership with GMG, the specialists behind the LTA Buying Group, join this 30 minute webinar to find how collective purchasing power of the 2,750 LTA Registered Venues can help leverage significant discounts for your club across a wide range of goods and services. The LTA Buying Group will cover how simple the process is to access high quality services at a reduced price, highlight tools such as Contracts Manager and answer any questions you have about the LTA Buying Group.</p>	Tuesday 13 <sup>th</sup> October 2020	11am	<a href="#">Click here to register</a>
		Thursday 19 <sup>th</sup> November 2020	11am	<a href="#">Click here to register</a>

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Tennis Industry Association (TIA UK)

In addition to LTA led webinars, we are working closely with the TIA UK as part of our partnership with the tennis trade body. The TIA UK's annual 'Business of Tennis Forum' is this year being converted into a series of webinars - aimed at larger clubs but will be of interest to all clubs. The topics focus on some key business issues affecting clubs, illustrate best practice and how clubs can maximise opportunities to grow and increase revenue.

Topic	Date	Time	Book Here
How to win and manage parks tennis contracts	Wednesday 4 <sup>th</sup> November 2020	11:30am	<a href="#">Click here to register</a>
Grow your club through investment in tennis coaches	Wednesday 11 <sup>th</sup> November 2020	11:30am	<a href="#">Click here to register</a>
Making a positive environmental impact	Thursday 19 <sup>th</sup> November 2020	11:30am	<a href="#">Click here to register</a>
New insight on managing risk	Tuesday 24 <sup>th</sup> November 2020	11:30am	<a href="#">Click here to register</a>
How healthy is your club business?	Thursday 26 <sup>th</sup> November 2020	11:30am	<a href="#">Click here to register</a>
Making tennis more accessible through innovation	Tuesday 1 <sup>st</sup> December 2020	11:30am	<a href="#">Click here to register</a>