

ORGANISER

Guide



BIG TENNIS
WEEKENDS

PLANNING YOUR *LTA Big Tennis Weekends Open Day*

Thank you for signing up to run a LTA Big Tennis Weekend. You join 1,200 other tennis venues around the country in running a LTA Big Tennis Weekend and opening up your venue to the local community.

This guide provides some tips and advice on how to get the most from your LTA Big Tennis Weekends, to ensure that not only is it well run but that it also provides significant value to your venue.

WHAT CAN YOU HOPE TO ACHIEVE FROM YOUR LTA BIG TENNIS WEEKEND?

This is the eighth year that the LTA have run LTA Big Tennis Weekends, and the reason for continuing with this initiative is the excellent value it brings to tennis clubs across Britain in helping to attract new players.

- 85k participants attended a Big Tennis Weekend last year
- An average of 38 participants per open day
- 89% of participants are highly satisfied & 85% of clubs feel it has a positive impact.

Don't take our word for it; watch this video to hear why one tennis venue in Essex feels LTA Big Tennis Weekends are so important to them: [The Benefits of LTA Big Tennis Weekends](#)

But these outcomes are very much dependent on how your venue delivers your open day, and this guide helps you to get the most out of your event.

SO LTA BIG TENNIS WEEKENDS CAN HELP YOUR VENUE ACHIEVE THE FOLLOWING:

RAISE AWARENESS

It can help your venue raise its awareness within the local community

ATTRACT NEW PARTICIPANTS

It can help attract new participants to come along and try tennis at your venue

ATTRACT MEMBERS

It can support your venue in attracting new members (27% of attendees take out a membership)

ATTRACT COACHES

It can support your venue in attracting new people to join the coaching programme (43% of attendees join the coaching programme)



PLANNING YOUR *LTA Big Tennis Weekends Open Day*

Underpinning any successful LTA Big Tennis Weekends open day is a good plan. The more time you allow yourself to create a plan and deliver it, the more likely your open day will be a success. To help you with your planning we have created a generic LTA Big Tennis Weekends Action Plan:

LTA BIG TENNIS WEEKENDS ACTION PLAN

1) CHOOSING YOUR DATES

You can run your LTA Big Tennis Weekend open day throughout the year, but it's worth noting that we select three Big Weekends that we focus our national marketing and promotional efforts on, and so aligning your open day with these dates can help to increase the awareness of your event. The national LTA Big Tennis Weekends are:

- 16 & 17 May 2020
- 18 & 19 July 2020
- 26 & 27 September 2020

When selecting your dates, make sure you allow sufficient lead-in time to prepare and promote your open day. We would normally suggest at least 4 to 6 weeks to fully plan and prepare your LTA Big Tennis Weekend event to ensure that you get the most out of it.

Be aware that in order to receive the free LTA Big Tennis Weekends promotional resource packs you need to have registered and published your open day on ClubSpark by the specified deadlines that are listed and explained here: [LTA Big Tennis Weekends Resources Packs](#)

2) RECRUIT YOUR DELIVERY TEAM

Have a think of the different roles and responsibilities that need to be carried out not only on the day, but also in the preparation leading up to the event and identify who from the club can support. One of the biggest sources of frustration from participants attending a LTA Big Tennis Weekends event is that there are not enough people on-hand from the club to organise the day. Ask volunteers from the club early, and also explain what you would like them to do.

3) MAXIMISE YOUR IMPACT BY DELIVERING A TENNIS FOR KIDS COURSE TOO

Many venues have had significant success in linking their Big Tennis Weekends events with delivering a Tennis for Kids coaching course. TFK acts as a perfect follow-on offer for children to keep them playing at your venue following a LTA Big Tennis Weekends event. Find out more about how you can link these two excellent LTA programmes together here:

DELIVERING TENNIS FOR KIDS WITH THE LTA BIG TENNIS WEEKENDS



4) PLAN A SCHEDULE OF ACTIVITIES

Early on in the planning phase take time to consider the different activities that you will run during the open day, particularly the on-court sessions. List these sessions on your ClubSpark event page so that attendees can book onto the sessions, which will make it easier for you to coordinate on the day.

When planning your on-court activities, consider who is likely to attend and plan your sessions accordingly:

- LTA Big Tennis Weekends typically tends to attract young families, beginners and returning players who have not played for some time, so having some balls and spare rackets to lend players is handy.
- If you are running mini-tennis sessions consider delivering a Cardio Tennis or Tennis Xpress session simultaneously to encourage mum or dad to play.
- Most importantly be flexible, as on the day you are likely to have people who turn up without booking and others who want to stay for longer. You want to try and ensure that they all have a great experience.
- And don't forget the off-court activities: the BBQ, the bar, some refreshments can all be an extra source of revenue for your club.



PROMOTING YOUR *LTA Big Tennis Weekends Open Day*

Once you have planned your LTA Big Tennis Weekends open day the next step is to ensure that you promote it as widely as possible within the local community. We provide venues with a free promotional resource pack to equip you with materials to use in promoting your open day, My Tennis Toolkit provides further free digital LTA Big Tennis Weekends resources that you can use on your website and social media platforms, as well as the opportunity to purchase and customise additional hard-copy promotional materials.

USING YOUR PROMOTIONAL RESOURCES

When using your hard-copy promotional materials, make sure you strategically place them where your target audience is likely to see them:

- Utilise any partnerships you may have such as with local businesses, community organisations, schools and the local authority
- Place your banner alongside a busy road or location that gets heavy footfall
- Tap in to the networks and social circles of your club members
- The LTA banners are this year made from 100% recyclable materials. After your event, please take time to recycle your banner.

FACEBOOK ADVERTISING

A number of tennis clubs have run highly effective LTA Big Tennis Weekends promotional campaigns solely through Facebook. Facebook Advertising allows clubs to promote their LTA Big Tennis Weekends open days through a very targeted and localised approach that can be extremely successful in reaching the club's target audience. This approach is relatively straightforward, requires minimal effort from the club and is highly cost-effective.

Clubs can determine how much they wish to spend on their Facebook Advertising campaign, but as a guide spending anywhere from £25 to £100 can lead to thousands of local people seeing your promotion. Take a look at Facebook's guidance tutorials to help venues understand and get the maximum output from a Facebook Advertising campaign:

[FACEBOOK ADVERTISING GUIDANCE & TUTORIALS](#) ↗

MARKETING SUPPORT

The LTA has some excellent guidance resources to help clubs grow their membership and promote their campaigns that will help you in successfully marketing your open day.

Also speak to your LTA Regional Team to find out about 'Club Mapping Reports' personalised for your club that can help you identify new potential participants in your local area.

[LTA MARKETING GUIDANCE](#) ↗

CASE STUDIES:

Below are some case studies of how other tennis clubs have successfully marketed and promoted their LTA Big Tennis Weekends open days within their local communities.

[CLUB CASE STUDY: FB ADVERTISING](#) ↗

[CLUB CASE STUDY: SCHOOL LINKS](#) ↗

[CLUB CASE STUDY: PROMOTING IN THE COMMUNITY](#) ↗

[CLUB CASE STUDY: SOCIAL MEDIA PROMOTION](#) ↗

DELIVERING YOUR *LTA Big Tennis Weekends Open Day*

Your LTA Big Tennis Weekend open day is your opportunity to showcase your venue and demonstrate to new participants why they should join. To help you make sure that your open day goes as smoothly and successfully as possible below are a few pointers:

PREPARATION:

- Brief your volunteers to make sure that they understand their roles
- Allow good time ahead of the first participant arriving to prepare the venue
- Make sure that the welcome desk is in a clear and obvious position



WELCOME:

- Provide a warm welcome and take the key contact details of each person to allow you to follow-up afterwards – you could use the ClubSpark **'Check In'** app on your laptop or tablet to make it quicker and easier to contact them afterwards.
- Ask them what they would like to get involved with and help them to get the most from their time at the club.
- In-between their activities speak to the attendees to make sure they are having a good time and to talk about the club.

SELL THE CLUB:

- Don't forget that the purpose of the open day is to encourage people to join the venue, so make sure you speak to the attendees about joining.
- Establish an appealing follow-on offer that makes it easier to sell the idea of joining the club.
- If possible, provide attendees with some information to take away promoting the follow-on offers and how to join the club.
- Shortly after your LTA Big Tennis Weekend open day contact the attendees by phone or email, particularly those that signalled an interest in joining the club.

FIND OUT HOW OTHER CLUBS PLAN AND DELIVER THEIR LTA BIG TENNIS WEEKENDS OPEN DAYS:

- [Pavilion & Avenue Tennis Club](#) from Brighton discuss how they prepare and promote their LTA Big Tennis Weekends Open Days 
- [Northampton LTC](#) explains how they deliver an excellent LTA Big Tennis Weekend experience and the impact it has on their club. 

MAKING YOUR OPEN DAY INCLUSIVE:

Your BTW open day is a great opportunity to open your club's doors to the 'whole' community, including people with disabilities.

CLUB CASE STUDY: MAKING YOUR BTW OPEN DAY INCLUSIVE.



RETAINING ATTENDEES

LTA Big Tennis Weekends Open Day

One of the biggest challenges in running your LTA Big Tennis Weekend open day is converting the attendees in to regular participants at the club. And whilst on average 27% of attendees join the club as a member and 43% sign up to the coaching programme, these figures can be significantly improved if the venue offers an attractive and appealing follow-on offer.

One of the most common reasons for LTA Big Tennis Weekends attendees not joining the venue is that they can be put off by committing to a long-term membership before they've really decided if playing at the club is something that they are likely to stick with. Short term memberships or coaching programmes, such as Tennis for Kids, that lead into membership deals can be a good way to integrate new members into your club.

We have conducted research into the types of follow-on offers that appeal to LTA Big Tennis Weekends attendees, and these are listed below:

- **SHORT-TERM MEMBERSHIP OFFERS**

Offering six or eight week memberships to the venue provides an appealing trial membership where the participant can decide if it is something that they are likely to commit to on a longer term basis, as well as providing additional revenue to the venue.

- **DISCOUNTS ON THE ANNUAL MEMBERSHIP**

This is often a popular follow-on offer for tennis clubs, but our research into LTA Big Tennis Weekends attendees suggests that as a minimum the discount needs to be at least 20% off for it to be appealing. It is worth remembering that this still requires a long-term commitment from the participant, which is often a put-off. This follow-on offer therefore often works best alongside one of the other shorter-term offers.

- **DISCOUNTS ON THE COACHING PROGRAMME**

Similar to the annual membership discounts, 20% is the minimum discount that appeals to LTA Big Tennis Weekends attendees. Joining the coaching programme can often be a good route for helping new members integrate into the club and meet new people, as well as feeling more confident about their tennis abilities.

- **PAY & PLAY OPPORTUNITIES**

LTA Big Tennis Weekends attendees regularly state pay & play as their preferred next step for continuing to play tennis. This provides a no-pressure and no-commitment route for these new participants to continue to experience the venue whilst also generating additional income for the venue. Pay & play can be managed through ClubSpark and doesn't need to be available all of the time, the club can determine the times it wishes to offer pay & play. This approach can be effective in leading to new participants joining as members further down the line.

FURTHER INFORMATION:

Below are some case studies of venues who have successfully used follow-on offers to help attract LTA Big Tennis Weekends attendees to join their venue, along with additional research and detail into how to effectively shape your follow-on offer:

[CLUBS USING FLEXIBLE MEMBERSHIP MODELS](#) ➔

[HOW TO DEVELOP AN EFFECTIVE FOLLOW-ON OFFER](#) ➔

[DELIVERING TENNIS FOR KIDS WITH THE LTA BIG TENNIS WEEKENDS](#) ➔

**GOOD LUCK IN
RUNNING YOUR
*LTA Big Tennis
Weekends
Open Day!***