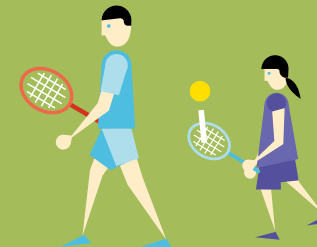




# ACTION PLANNER



Tasks & Actions	Date Started	Date Completed	People Responsible
<b>REGISTERING YOUR GBTW OPEN DAY</b>	<b>8 weeks before</b>	<b>6 weeks before</b>	
Decide & agree on your dates			
Decide on the follow-on offer to encourage attendees to join the venue			
Decide on the activities & sessions that will be run on the open day			
Register your GBTW open day on <a href="#">ClubSpark</a>			
<b>PLANNING YOUR GBTW OPEN DAY</b>	<b>6 weeks before</b>	<b>4 weeks before</b>	
Plan the on-court sessions and activities			
Plan the off-court activities (inc. food & 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			
<b>PROMOTING YOUR GBTW OPEN DAY</b>	<b>4 weeks before</b>	<b>Just before</b>	
Develop a marketing & communications plan outlining how & when you intend to promote your GBTW open day			
Contact local partners to ask for help in promoting GBTW through their networks (e.g. schools, community organisations, local business)			
Produce any additional promotional resources that are required from <a href="#">MyTennisToolkit</a> (on top of the free resources provided by the LTA)			
Create an event on your Facebook page and other club social media accounts			
Update your club website to promote your open day			
Produce regular & varied social media content to promote the GBTW open day (encourage members to like & share)			
Develop a Facebook Advertising campaign ( <a href="#">review LTA guidance</a> )			
Place your GBTW banner, posters and postcards in good locations with good visibility in the local community			
Run a school(s) taster session providing the students with GBTW promotional material			
Contact the local media to persuade them to provide some local coverage and promotion			
Attend relevant local community events to promote your GBTW			

LAST MINUTE PREPERATION	1 week to go	Just Before	
Print out attendance registers, photo consent forms etc			
Download ClubSpark <a href="#">Check-In app</a>			
Consider the welcome & check-in process for attendees – making sure it is a smooth & welcoming process			
Set-up signs & directional arrows to help attendees find the venue			
Remind your volunteers of the details for the day			
Check the weather & have a Plan B in case of rain!			
ON THE DAY	On the Day	On the Day	
Get to the venue early to set-up & put out equipment			
Provide a detailed briefing to the volunteers – ensure they know what they are doing & what is expected of them			
Give each volunteer a GBTW t-shirt (purchase additional ones from <a href="#">MyTennisToolkit</a> if needed)			
Ensure that you have the necessary materials to promote the follow-on offers for the venue & to sign-up new members or participants to the coaching programme			
POST EVENT	Just After	1 week After	
Upload all attendance data to the 'Attendees' section within ClubSpark			
Thank your volunteers & get feedback / ideas on how to improve the running of your open day for future GBTW's			
Contact attendees to thank them for coming & to encourage them to continue playing at the venue & how they can do this (promote your follow on offers)			

