Northamptonshire
Club & Coach Development
Roadshow 2015

Are you a Coach, Club Secretary, Chair Person, Marketing Officer, Club Member, Fundraiser, Website Co-ordinator or Volunteer?

Cost: £10 per club (bring up to 4 members)

Wednesday 16th September 2015
6pm - 9pm (with buffet served on arrival)
@ Northampton Academy (Free Parking)

£100 Prize draw on the night.

Over 50 club representatives attended last year’s roadshow and 100% said they would recommend it to other clubs. Don’t miss out! Places are limited.
See overleaf for details

www.northamptonshiresport.org
Workshop Descriptions - each attendee to choose one workshop

1. Marketing Strategy - Reach out & attract with impact
   With so many marketing options out there it can leave you in a muddle. This seminar will guide you through the marketing minefield and help you attract new members, raise funds or enhance your club’s profile. Launch your marketing mission today.

   This workshop covers:
   - Shaping up your marketing strategy- what to consider
   - Fit to follow framework - to develop your club’s strategy
   - Methods to motivate - considering different marketing options
   - Evaluating your efforts - focus your energy effectively

2. Business Planning - Securing a brighter future
   Do you have a dream for your club but struggle to make progress? This seminar will help you put together a simple yet effective business plan for your club to help you plan a brighter future and take real steps to reach your goals. Stop dreaming, start doing.

   This workshop covers:
   - What a business plan can do for your club
   - Key players in developing a business plan
   - A simple framework to support your planning
   - Top tips of what to include in your plan and common pitfalls to watch out for

3. SCUK Analysing your Coaching
   Aimed at level 2 coaches or coaches working towards level 2 wanting to develop and understand the processes involved in analysing coaching practices.

   By the end of the workshop you will be able to:
   - Analyse your own performance against a checklist to identify areas of strength or weakness
   - Recognise the different behaviours you exhibit in your coaching
   - Devise and implement an action plan to change aspects of your coaching behaviour
   - Monitor improvements in coaching practice
   - Modify practice and select appropriate coaching coaching methods

Book places at www.northamptonshiresport.org/training-courses or by calling 01604 366976. For more information contact Quintin on qallen@northamptonshire.gov.uk