

August 2016 Edition

And here we are again; the real work is about to start with a hiss and a roar next month, so I'm enjoying the relative quiet just now

Take a moment and enjoy a quick read, think about what you can do at the **2017 Showcase**

Ralph Evans

Showcase Co-Ordinator



Furniture & Power

One of the perennial questions we are asked is "When do I order our furniture and power?" Don't worry, we will send out that information in **Exhibitor Pack 1**, late February/early March of 2017 - once we have pricing to pass on. Please feel free to bring your own!

Having said that, it's never too soon to start thinking about what you might need to make your site work for you and how to fit it all in! Pacing it out can certainly help your planning.

More Local Funders On Board

We are delighted to announce that for the **2017 Showcase**, three of the local **COGS** commit-



tees have decided to support us for the first time. Their funding directly affects **YOU**, by enabling us to offer sites to **clubs** below cost, removing one of the larger barriers to club participation. We will keep you apprised of other funding developments.

Important Dates

Early Bird Pricing Ends	30 November 2016
Final Balances Due	28 February 2017
ALL Bookings Close	24 March 2017
Set-Up Day	6 April 2017
Showcase Days	7-9 April 2017

Clubs Showcase 2017

A further reminder for **Returning Exhibitors** to get your completed forms back to us **ASAP**; pay nothing now & secure your site! We will bill you in November so you don't miss out on the **Early Bird Price**.



Showcase News - August 2016

Making the Best of your Site—Part 1

The list of possible tools to help make your site effective seems to be rather long at first glance; and there are a lot of nice-to-haves! However, if like most of us you are making limited funds do more work than they were ever designed to, there are a few key things that make it all work; the rest can come later.

People:

This is the single most important one. The people on your site need to be passionate about your club; they need to know how it all hangs together; and yes, they do need some basic sales skills, because that's exactly what they are doing, selling the idea, the feeling, the flavour and the community of your club. No, this is not a time for high pressure sales, that can be off-putting when people are 'grazing' through the multitude of options. Of course, it helps if they are not shy about coming forward and talking to the public.



Pictures:

Humans are usually very visual creatures, so a good, enticing picture, preferably showing your **Club in action**, is a good starting point to the conversations being steered by your **people**. Make them at least A4 so they are easy to see, in colour if that is suitable and appropriate for what you do, and relevant. Pull-up banners are relatively inexpensive and useful for indoor venues.



Programme:

If you don't currently have anything *special* planned to follow the **Showcase**, this is the time to invent something! Whether it be an "Open" event, something special just for Showcase attendees, or an introductory series of get-togethers. A regular schedule of events is marvellous, but you might want to consider something a little special within 2-4 weeks of the showcase to capitalise on their interest while it's still hot. Well worth the extra bit of effort if it turns prospects into members.



Next month I'll talk more about Site layout, give-aways, and the all-important follow-up.

Want the same site as 2016?

Register **NOW** at:

clubsshowcase@hnpl.net