



Almost November already, which means we are only **150 days** out from the next **Showcase!** Time is beginning to whizz past, especially as we lose around six weeks of effective activity over the Christmas period.

More registrations are coming in, as well as the first registrations for use of the Performance Space, so if you want to use it to showcase your performance activities, we only have 27 half-hour slots left! First in, first served.

Take a moment to enjoy a quick read, think about the **2017 Showcase**, and work out what things you need to prepare before the Showcase is looming within the next week or so!

Ralph Evans

Showcase Co-Ordinator

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 FINAL 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 - October 2016

Making the Best of your Site - Part 3



Give-aways:

Cards and pamphlets, flyers, posters, booklets, pens all have their place and can be produced relatively cheaply while retaining good quality standards to maintain the professional image of your club.

At a bare minimum I would suggest a business card as it is the cheapest option. Once again, my own clubs have found Vista Print very good to deal with. But be aware that on average, 90% will never see the light of day, and of the 10% that remain only 10%-50% (that's 1%-5% of the total) will

be used to take the next step i.e. **to make contact with you.**

And following from that, the person who answers that first contact needs to be as well-informed and passionate about your club as the people on your site. They are often the first real "cold-hard-light-of-day" contact that the potential member has with your club, so their passion and welcoming nature needs to be palpable.

Follow-up:

Despite all the build-up that goes into preparing for the Showcase, the job doesn't end there. Any sales rep will tell you that prompt follow-up with a new customer is vital, and makes all the difference to the developing relationship.

Realistically, you only have 2-4 weeks following the Showcase to make ALL your initial follow-ups, so part of your planning needs to include a dedicated person or team to make contact with ALL the names you manage to collect. That first contact needs to be voice-to-voice as well, not just a text or e-mail, both of which are too easy to ignore.

Once again, the person doing this job needs to be passionate and well-informed about your club and all its doings, and be prepared to answer questions about what events you have coming up, where you meet, how much it costs, can you cater for disabilities, do you car-pool, if there is a uniform; all the myriad of questions that people outside your club are likely to ask.



As you can see, the most vital resource for all of us is the people we have already: there is a reason they belong to your club, and for most of them it's because they love what you do. Tap into that and work with the passion that lies at the root of every membership that lasts more than a few months. Support them into supporting your club, help them learn new skills so they can promote what you do, and above all, **have FUN** with it.