



Marketing Workshop

A free one day Workshop for Committee and Administration Members of your club

Presented by Sandra Mulcahy, ABF Marketing Manager

Will be held on

Saturday 24th September, 2016

From 10.30 a.m. to 3.00 p.m. (Lunch provided)

At the VBA, 131 Poath Road, Murrumbena

In this workshop you will be guided through a step-by-step process to develop a membership strategy that serves the needs of your members as well as generating a financial return for your club. Discussion will include fundamental concepts including:

- How to develop and convey a compelling value proposition
- How to engage members and prospective members in a way that will keep them loyal to our club
- Understanding the membership lifecycle; and
- How to develop an education strategy for all members and prospective members at your club (*including suggestions for how to transition people from beginner classes to session bridge*).

This workshop is a fantastic way to gain a broad understanding of the key requirements of managing a membership program. Attendees will:

- Hear practical ideas and information you can immediately apply
- Meet and network with other club administrators
- Hear success stories from other clubs
- Pick up new strategies to maximise your membership growth; and
- Get Inspired!



Free promotional material will be provided to all attendees

Bookings essential: clachman@vba.asn.au or 9530 9006