



British Gliding Association

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To: BGA Club Marketing Officers

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Marketing Seminars

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The BGA will be running another series of marketing seminars in early 2007.

These have been designed to meet the specific needs of gliding club marketing/ PR officers to help them get the most benefit from their time and available marketing budget. The seminars focus on:

- deciding what you want to promote (and why)
- who you want to promote to
- what you are going to say to them
- how you are going to say it

The seminars, which are run by glider pilots for glider pilots, aim to provide a basic theoretical grounding in marketing techniques but are designed to be of real practical use. There is a good deal of audience participation and lots of opportunities for sharing experiences and ideas with your peers from other clubs. There are a number of practical exercises and, in the afternoon, we focus on how you can work with your local media. A draft agenda is attached.

We currently have two seminars arranged:
Saturday 3rd February – Lasham
Sunday 4th February – Husbands Bosworth

The number of delegates at each seminar is limited to 8 so that we can keep a high degree of interactivity. In the past, we have had to turn people away, so I would urge you to book your place with me as soon as possible, preferably by EMail. My contact details are above. I will confirm your attendance on receipt of your application and send joining instructions in January.

I look forward to meeting you at what I am confident will be a useful and enjoyable seminar.

Yours sincerely

Keith Auchterlonie
Communications Officer
British Gliding Association

Chief Executive Pete Stratten

Patron The Duke of Edinburgh KG

*Vice Presidents Christopher R Simpson MA LL.M., Roger Q Barrett, Ben Watson MA FCA,
Bill Walker OBE, Air Vice Marshal Don Spottiswood CB, Dick Dixon FCII, Peter Hearne FREng*

Registered No: 422605 England

BGA Club Marketing Seminar

Agenda

0930	Assemble, informal networking
1000	Introductions, objectives
1015	Your message and market
1045	Practical – Examining your ‘products’ strengths and weaknesses
1105	Break
1125	Getting your message to the market
1150	Interactive session - Sharing our successes
1230	Lunch
1330	Interview techniques
1415	Dealing with the media
1445	Break
1500	Writing a news release
1515	Practical – Writing a news release
1545	Review of exercise
1600	Conclusion and feedback
1615	Close