

CLUB LEADERS

Better business skills for **sport**

SEMINAR BROCHURE



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.

CONTENT

- 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

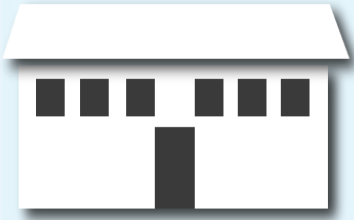
SUITABLE FOR THOSE INTERESTED IN EXPLORING METHODS TO MARKET THEIR CLUBS TO ATTRACT & RETAIN MEMBERS & SPONSORS OR IMPROVE CLUB REPUTATION

FEEDBACK
SEMINAR ATTENDEE
MIDDLESEX



“AS HEAD OF MARKETING AT A LARGE UK COMPANY, I WAS PLEASANTLY SURPRISED AT THE FRAMEWORK PRESENTED. I CAME AWAY WITH SOME GOOD IDEAS.”

CLUB STRUCTURES: BUILDING FOR SUCCESS



IT IS IMPORTANT THAT SPORTS CLUBS TAKE THE TIME TO EXPLORE DIFFERENT CLUB STRUCTURES. BY ATTENDING THIS WORKSHOP YOU WILL GAIN AN UNDERSTANDING OF WHAT STRUCTURE IS RIGHT FOR YOUR CLUB TO ENABLE SUCCESS AND STABILITY.

CONTENT

- **IMPORTANCE OF YOUR CLUB STRUCTURE**
- **OVERVIEW OF DIFFERENT LEGAL STRUCTURES**
- **TOP TIPS FOR BECOMING INCORPORATED**
- **SELECTING THE BEST STATUS FOR YOUR CLUB, INCLUDING CASC, CHAIRITES AND CIO'S**
- **GETTING TO GRIPS WITH GIFT AID**

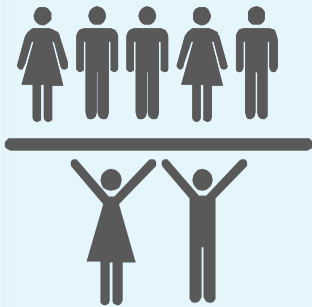
**SUITABLE FOR: ANYONE INVOLVED
IN REVIEWING THEIR CLUB
STRUCTURE OR CONCERNED
ABOUT CASC**

**FEEDBACK
SEMINAR ATTENDEE
NORWICH**



**“VERY INTERESTING AND INFORMATIVE,
PROVOKED THOUGHT ABOUT THE BEST
WAY FORWARD FOR OUR CLUB”**

PAYE & EMPLOYMENT STATUS: PROTECT YOUR CLUB AND YOUR PEOPLE



TAX CAN BE TAXING BUT KNOWING YOUR OBLIGATIONS IS VITAL TO AVOID ANY NASTY SURPRISES. THIS SEMINAR WILL HELP YOU UNDERSTAND MORE ABOUT THE MAIN PAYE AND EMPLOYMENT STATUS ISSUES AFFECTING SPORTS CLUBS AND PUT YOU ON TRACK TO TAKE THE PAIN OUT OF PAYE.

CONTENT

- **KNOW YOUR TEAM- VOLUNTEER, WORKER OR EMPLOYEE BENEFITS & RISKS OF EACH?**
- **EMPLOYMENT STATUS- TESTS, GUIDES & EXAMPLES**
- **JUGGLING EXPENSES- EMPLOYEES, CLUBS, INDIVIDUALS**
- **STAYING OUT IN FRONT- RECENT DEVELOPMENTS (RTI & AE)**

SUITABLE FOR THOSE WHO WANT TO UNDERSTAND THEIR CLUB'S RESPONSIBILITIES TOWARDS THE PEOPLE THAT WORK FOR THEM

**FEEDBACK
SEMINAR ATTENDEE
NEWPORT**



“VERY THOUGHT PROVOKING, I WILL BE MEETING WITH MY COMMITTEE TO REVIEW THIS INFORMATION ASAP.”

FINANCE: BUILD A FIRM FOUNDATION FOR YOUR CLUB



ARE YOU BAFFLED BY BALANCE SHEETS OR AFRAID OF YOUR ACCOUNTS? THIS SEMINAR WILL GIVE YOU THE TOOLS TO TACKLE YOUR CLUBS FINANCES AND HELP YOU MAKE BETTER DECISIONS. GET YOUR FINANCES FIT FOR THE FUTURE

CONTENT

- EXERCISES TO HELP YOU EASILY REVIEW AND UNDERSTAND YOUR CLUB ACCOUNTS
- DEMYSTIFYING ACCOUNTING CONCEPTS
- IDEAS TO HELP YOU IMPROVE YOUR CLUBS FINANCES
- METHODS TO HELP YOU TO COMMUNICATE YOUR CLUBS FINANCES EFFECTIVELY

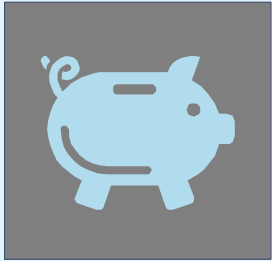
SUITABLE FOR: ANYONE INVOLVED WITH CLUB FINANCES OR CURIOUS TO LEARN MORE ABOUT METHODS TO MANAGE CLUB FINANCES.

**FEEDBACK
SEMINAR ATTENDEE
NORFOLK**



“I NOW FEEL IN A POSITION TO QUESTION THE PREPARED ACCOUNTS FROM LAST YEAR’S COMMITTEE AND BE CLEAR WHEN DISCUSSING THE CURRENT YEAR’S ACCOUNTS.”

CASH FLOW AND BUDGETING: GETTING YOUR FINANCES INTO SHAPE



UNDERSTANDING YOUR CLUB'S CASH FLOW AND SETTING A ROBUST BUDGET ARE VITAL INGREDIENTS FOR MANAGING YOUR CLUB EFFECTIVELY. THIS SEMINAR FOCUSES ON THESE 2 KEY ELEMENTS OF YOUR CLUBS FINANCES, WITH SIMPLE GUIDANCE TO MAKE SURE CASH TRULY IS KING AT YOUR CLUB.

CONTENT

- BASIC PRINCIPLES AND IMPORTANCE OF CASH FLOW
- TIMING IS EVERYTHING- WHY YOU NEED TO KEEP TRACK OF WHAT COMES IN AND WHAT GOES OUT
- HOW TO DEVELOP A BUDGET AND WHO TO INVOLVE
- KEY TIPS FOR MONITORING BUDGETS
- THINGS TO CONSIDER WHEN A BUDGET CHANGES

SUITABLE FOR:
BEGINNERS WITH NO FINANCIAL BACKGROUND LOOKING TO TAKE THE FIRST STEPS TO UNDERSTANDING THEIR CLUB'S FINANCES

FEEDBACK
SEMINAR ATTENDEE
STROUD



“I NOW FEEL MORE CONFIDENT IN THIS AREA AND FEEL PREPARED TO GO BACK TO MY CLUB AND PREPARE FUTURE BUDGET PLANS.”

POLICIES & PROCEDURES: PROTECT YOUR CLUB'S FUTURE



DOING THE RIGHT THING IS ESSENTIAL FOR A HEALTHY, VIBRANT CLUB. THIS SEMINAR WILL PUT YOU ON TRACK TO GET POLICIES AND PROCEDURES THAT ARE FIT FOR PURPOSE TO PROTECT YOUR CLUB AND ALLOW YOU TO FLOURISH.

CONTENT

- PUTTING THE RIGHT POLICIES & PROCEDURES IN POSITION - KEY AREAS FOR CLUBS TO CONSIDER
- HOW & WHO - DEVELOPING & DELIVERING POLICIES & PROCEDURES FOR YOUR CLUB
- GETTING IT RIGHT - IDEAS FOR COMMUNICATING AND REVIEWING POLICIES & PROCEDURES TO ENSURE THEY ARE EFFECTIVE

SUITABLE FOR:
THOSE NEW TO MANAGING A CLUB'S FINANCES, LOOKING AT THEIR CLUB GOVERNANCE OR WANT A REFRESH OF FINANCIAL POLICIES & PROCEDURES FOR CLUBS

FEEDBACK
SEMINAR ATTENDEE
WILTSHIRE



“GOOD TO CONSIDER WHERE WE ARE AND WHAT WE MAY NEED TO RE-VISIT, I WILL RAISE WHAT WAS COVERED AT MY NEXT COMMITTEE MEETING.”