



## National Development Conference 2020

### Agenda

Saturday 11<sup>th</sup> and Sunday 12<sup>th</sup> January

Time	Saturday - Agenda Items
10:30 – 11:00	Registration
11:00 – 11:15	Conference opening and welcome from Peter Hart
11:15 – 12:15	<p><b>Setting the scene – Peter Brooke &amp; Tim Herrod</b>            This session will be discussing a variety of areas to help clubs establish a base in which to focus their aspirations and aims for the future. We will consider, survey feedback, review data and participation analysis and look at what the individual club member offer looks like.</p>
12:15 – 13:00	Lunch
13:00 – 13:55	<p><b>Keynote speaker – Grace Molloy</b>            As a young elite athlete, Grace already brings a wealth of knowledge and experience of her journey through her club to where she is today. Grace will be providing valuable insights into how she's progressed, her challenges and discuss her ideas and thoughts for the future, including how clubs can adapt and grow when developing orienteers within.</p>
14:00 – 16:00	<p><b>Club volunteer experience workshop – Delivered by Club Matters.</b>            Giving your club volunteers a great experience.            Clubs often find themselves short of volunteers, the way that people volunteer and the time they have to give is not the same as it used to be. Ensuring volunteers feel recognised, rewarded and part of the team is essential.</p> <p>This workshop covers:</p> <ul style="list-style-type: none"> <li>• Develop a positive culture of volunteering within a club environment</li> <li>• Identify how to develop the volunteer's experience by assessing the value of club volunteer</li> <li>• Develop the volunteer experience by identifying top tips in recruiting, retaining and rewarding new and existing volunteers</li> <li>• Develop an action plan to improve the volunteer experience within a Sports club environment</li> <li>• Where to find out more information to help improve the volunteer experience</li> </ul>
16:00 – 16:15	Break
16:15 – 17:45	<p><b>Club presentations</b>            Hear from a variety of clubs who've run new projects to the benefit of their club. Each club will provide a short presentation followed by a question and answer session.</p>
17:45 – 18:00	<b>Closing remarks</b>
Evening	<p><b>Free time at the Youth hostel.</b>            Evening meal and activity available for those stopping at the enter.</p>

Time	Sunday Agenda Items
8:30 – 9:00	Registration (for those only attending Sunday)
9:00 – 9:05	Welcome and outline of the day from Peter Brooke
9:05 – 10:20	<p><b>Be More Cheetah Steve Fairhurst – Part 1</b>  <b>Club marketing and communications</b></p> <p>Steve has 30 years' experience in marketing, working for agencies such as MDA, The Marketing Store and Dialogue Communications before forming The Zest Collective Group of companies in the year 2000. Clients include Coca Cola, Shell, Heineken, Mercedes-Benz and the NHS.</p> <p>Steve specialises in 'the sharp end' of marketing – where the customer meets the brand directly and has a unique take on the social media landscape and how best to present your brand for maximum effect using tried and tested techniques.</p> <p>With a pragmatic and energising approach to training, the session is sure to be engaging and empowering – dealing with simple practical steps on how to generate results quickly, rather than wading through statistics and broad theories.</p> <p>The session is designed around the 2020 programme of events and is aimed at clubs and group admins for regional association members. Learn the winning ways of the world's biggest brands and make sure your social media content is as engaging as it can be.</p>
10:20 – 10:35	Break
10:35 – 12:00	<p><b>Be More Cheetah Steve Fairhurst – Part 2</b></p> <p>Continuation of the marketing workshop with a concentration on clubs developing their ideas and action plans.</p>
12:00 – 12:45	Lunch
12:45 – 13:45	<p><b>Youth Focus – Phil Conway</b></p> <p>Workshop discussing the progress of the Youth Strategy, how the mornings session can have a positive impact in this area and success stories you could adapt for your club.</p>
13:45 – 14:00	<b>Wrap up and closing remarks – Peter Brooke</b>