



# Marketing Your Leisure Centre

A one-day workshop on how to develop a vibrant, visible and viable centre

**Wed 11 March 2009**

**Perth, Scotland**

**Wed 22 April 2009**

**Stevenage, Arts and Leisure Centre**

## Some of the course content:

- Developing a 'passion', 'fun', 'customer' culture
- How to use social and mobile media
- Know and engage with your community
- How to understand your consumer
- Develop a hub for the Community
- How you can develop a welcoming centre
- Working with the '2 seconds, 2 minutes, 2 hours' concept
- How to overcome barriers to change
- Selling marketing and customer service internally
- Developing events which will attract new customers
- How to get more customers, who visit more frequently and spend more
- Developing innovative programs which increase participation
- How to become a place 'where people live their lives'

## Who should attend:

Sports development officers, marketing managers, sports facility operators and anyone wishing to improve the marketing of their centres and increase usage of their leisure facilities.

There is increasing pressure on leisure centre operators and managers to improve their marketing and customer service, if they are to develop and grow their facilities.

Successful leisure centres focus on their customers and 'listen to their lives' and provide activities that people will want to join. They also communicate in ways which are relevant to each target group and become hubs for their communities.

Their internal marketing and staff support is focused on helping everybody to provide excellent customer service which will ensure high satisfaction and retention rates.

Here is a hands-on workshop which will provide you with literally dozens of proven ways your centre can become vibrant, visible and viable. No boring theory ... just exciting, positive and proven action points drawn from best practice from leisure centres and the hospitality sector across the UK.

This workshop will provide leisure centre managers with inspiration, support and tools to develop a better customer service oriented culture, improve their marketing and customer service skills, play a stronger role in the community and improve the quality of peoples' lives.

## Additional benefits:

Delegates enjoy refreshments, lunch, an ISRM folder and a comprehensive training manual. They will also be entitled to six months membership of the Sports Marketing Network. On completion of the workshop all attendees will be awarded with a joint ISRM/SMN Certificate of Attendance.



## About the presenter and the Sports Marketing Network (SMN)

The presenter, Svend Elkjaer, is Director of The Sports Marketing Network, the network for people involved with the commercial, community and marketing issues across all sport and active leisure. Over the last four years more than 1,500 community sports clubs and leisure centres have participated in a SMN workshop.

SMN has also advised, consulted and trained a number of organisations and public bodies including the RFU, FA, Sport England, England Volleyball, England Squash, Sports Council Wales, England Netball and Welsh Rugby Union.



## What they said about previous workshops:

*"The feedback from the centre managers has been very positive and they said that you were a breath of fresh air and an excellent motivator", Powys Council*

*"A straight forward, hands-on positive approach is the hallmark of Sport Marketing Network", Sports Council Wales*

CPD scheme sponsors:



## BOOKING FORM:

### Marketing your leisure centre

Please tick which seminar you wish to attend. Please use one form per delegate. Extra forms are available on request from ISRM, or from [www.isrm.co.uk](http://www.isrm.co.uk)

- Wed 11th March 2009, Perth, Scotland**  
 **Wed 22nd April 2009, Stevenage, Arts and Leisure Centre**

#### Who should attend?

Sports facility operators, managers, supervisors, sports development officers, club officials, event organisers and anyone wanting to improve the usage of services and programmes.

Your seminar fee includes refreshments, lunch, and a **FREE FOLDER**. Multiple booking discounts are available, as are discounts for ISRM members.

### Personal details (Please complete in block capitals)

Title: \_\_\_\_\_ First name: \_\_\_\_\_ Surname: \_\_\_\_\_

Organisation: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ Postcode \_\_\_\_\_

Telephone \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Special dietary requirements: \_\_\_\_\_

### Payment options

**Seminar fees:** (please tick which applies to you)

- NPSA award holders\*: £82.50 + VAT     ISRM members: £85 + VAT     ISRM/YST/Sporta corporate affiliates APFE: £100 + VAT  
 Non-members: £110 + VAT     Current ISRM CPD member: £75 + VAT

*Cheque:* I enclose my cheque made payable to ISRM to the value of:    £ \_\_\_\_\_

*Invoice:* Please invoice me at the following address to the value of:    £ \_\_\_\_\_

#### Discount rates:

Book two delegates on the same seminar or one delegate on two seminars and receive 10% discount on the total invoice. Book three or more delegates on the same seminar or one delegate on three or more seminars and receive 20% discount on the total invoice. For details on other CPD seminars, contact ISRM.

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ Postcode \_\_\_\_\_

Telephone \_\_\_\_\_ Official order number: \_\_\_\_\_

*Credit/debit card:* please charge the following card with the stated amount: £ \_\_\_\_\_

I wish to pay by: Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Delta <input type="checkbox"/> Switch <input type="checkbox"/>															
Card number															
Expiry date						Switch issue number									
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Address															
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#### Cancellation fees:

Any cancellation made prior to 7 days before the seminar will receive a 50 per cent refund.

Any cancellation made within 7 days of the seminar will be charged full price. In both cases substitutions can be made.

All details correct at time of going to press but may be subject to change

### Please complete and return to:

The Institute of Sport and Recreation Management, Sir John Beckwith Centre for Sport, Loughborough University, Loughborough LE11 3TU • Tel: 01509 226474 • Fax: 01509 226475 • [info@isrm.co.uk](mailto:info@isrm.co.uk) • [www.isrm.co.uk](http://www.isrm.co.uk)