

<input checked="" type="checkbox"/> TASKS & ACTIONS	DATE STARTED	DATE COMPLETED	PEOPLE RESPONSIBLE
REGISTERING YOUR BIG TENNIS WEEKEND OPEN DAY	8 WEEKS BEFORE	6 WEEKS BEFORE	
<input type="checkbox"/> Decide and agree on your dates			
<input type="checkbox"/> Decide on the follow-on offer to encourage attendees to join the venue			
<input type="checkbox"/> Decide on the activities and sessions that will be run on the open day			
<input type="checkbox"/> Register your open day on ClubSpark and don't forget to publish it!			
PLANNING YOUR BIG TENNIS WEEKEND OPEN DAY	6 WEEKS BEFORE	4 WEEKS BEFORE	
<input type="checkbox"/> Plan the on-court sessions and activities			
<input type="checkbox"/> Plan the off-court activities (including, food and drinks)			
<input type="checkbox"/> Recruit volunteers to support the running of the day			
<input type="checkbox"/> Ensure there is sufficient spare equipment to loan to new players			
<input type="checkbox"/> Complete a risk assessment for the event			
PROMOTING YOUR BIG TENNIS WEEKEND OPEN DAY	4 WEEKS BEFORE	JUST BEFORE	
<input type="checkbox"/> Develop a marketing and communications plan outlining how and when you intend to promote your Big Tennis Weekend open day			
<input type="checkbox"/> Contact local partners to ask for help in promoting Big Tennis Weekend through their networks (e.g. schools, community organisations, local business)			
<input type="checkbox"/> Produce and order any (free or paid) promotional resources that you require from My Tennis Toolkit			
<input type="checkbox"/> Create an event on your Facebook page and other club social media accounts			
<input type="checkbox"/> Update your club website to promote your open day			
<input type="checkbox"/> Produce regular and varied social media content to promote the Big Tennis Weekend open day (encourage members to like and share)			
<input type="checkbox"/> Develop a Facebook Advertising campaign			
<input type="checkbox"/> Distribute your Big Tennis Weekend marketing materials in high visibility of the local community			

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<input type="checkbox"/> Run a school(s) taster session providing the students with Big Tennis Weekend promotional material			
<input type="checkbox"/> Use our handy press release template to share your event with local press			
<input type="checkbox"/> Attend relevant local community events to promote your Big Tennis Weekend			
LAST MINUTE PREPARATION	1 WEEK BEFORE	JUST BEFORE	
<input type="checkbox"/> Print out attendance registers, photo consent forms etc			
<input type="checkbox"/> Download ClubSpark Check-In app			
<input type="checkbox"/> Consider the welcome and check-in process for attendees – making sure it is a smooth and welcoming process			
<input type="checkbox"/> Ensure your venue is well sign posted to help attendees find you			
<input type="checkbox"/> Remind your volunteers of the details for the day			
<input type="checkbox"/> Check the weather and have a Plan B in case of rain!			
ON THE DAY	ON THE DAY		
<input type="checkbox"/> Get to the venue early to set-up and put out equipment			
<input type="checkbox"/> Provide a detailed briefing to the volunteers – ensure they know what they are doing and what is expected of them			
<input type="checkbox"/> Ensure that you have the necessary materials to promote the follow-on offers for the venue and to sign-up new members or participants to the coaching programme			
POST EVENT	JUST AFTER	1 WEEK AFTER	
<input type="checkbox"/> Upload all attendance data to the 'Attendees' section within ClubSpark			
<input type="checkbox"/> Thank your volunteers and get feedback / ideas on how to improve the running of your open day for future Big Tennis Weekends			
<input type="checkbox"/> Contact attendees to thank them for coming and to encourage them to continue playing at the venue and how they can do this (promote your follow on offers)			