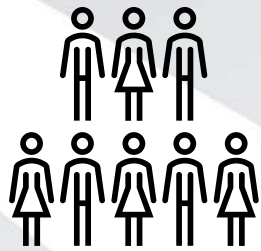


Event Marketing

Talking to people is key to engaging new members. Attending community events should be a real focus for your club as these events market your club in a personal, engaging and dynamic way. They also give the opportunity to connect with your local community first-hand, giving them a taste of your personality as a club and what you focus on.

What is event marketing?

Event marketing is planning and organising an event to build awareness and engagement with members. In the case of a club, this would be to showcase your club to attract new members, expand your membership, and widen your community footprint.



Why should you take part in community events?

Even though social media and digital marketing is a great way to interact and attract new members to your club, it is also important to create opportunities where your potential members can meet you face-to-face. Meeting in person can have a much larger impact as you can interact, explain, and connect with members of your community instantly. By answering their questions and having one-on-one conversations, you are much more likely to engage and attract new members.

In addition, by attending local fairs or motor shows you can build relationships with local businesses. There is the potential to build partnerships and explore further opportunities within your community.

Planning



Planning is essential to ensure a successful event presence. It is a good idea to do this in reverse chronological order (backward planning).

Start with the actual date of an event or club activity you wish to attend or promote and then plan **when**, **where** and **how** you want to promote your club.

It is important to think about when you want the event to take place – will it clash with other events that potential or current members would want to participate in and visit?

The location is also important as you need to consider where would be the most suitable to host your cohort and how much space you need/want. Some questions that you should ask when planning an event are:

- What facilities do you need?
- How many people do you want to accommodate?
- Have you considered where people will park/how they will get there?

It can be tempting to promote your club at a motorsport event, as this means your audience is likely to already have an interest and involvement in the sport. This may be positive, but you might wish to consider going to a different kind of event such as county or agricultural shows and village fairs where you can stand out as something different. Also look for an event with a large attendance. The larger the attendance, the more people may be interested and the more benefit this could bring to your club.

You also need to consider how many people you need to organise the event. Do you need an event committee or do you need to appoint an event coordinator who is charge of organising everything?

Your display needs to be eye-catching and attractive to draw people in. This can be done with the vehicles that you regularly use for the events you hold as a club, but also gazebos, flags, and banners.

Top Tip:

If you have the space, consider hosting a taster event or demonstration so that people can experience the thrill of grassroots motorsport on the day. To understand more about the permit needed for this, please contact the Competitions & Clubs Team at competitionsandclubs@motorsportuk.org. For more information about taster events, please head to the Club Toolkit or to our website to learn more.

Additionally, you should provide potential members with a means to find you again. This can be done by posters and flyers with key information about your club. For further information and a guide to posters and flyers, please head to the **Marketing Methods** section of the Club Toolkit.

Top Tip:

Add a QR code to your event through the flyers – this is an easy way for people to go directly to your website or social channels to like, follow, subscribe and be a part of your online community. For more information on how to create a QR code, and put these on your flyers, please head to the **Marketing Methods** section of the Club Toolkit.

Throughout the whole planning process, you should consider the financial aspects of participating in these events. In conversation with your treasurer and committee, you should allocate a budget and set aside the funds to execute your event to fit in with your Club's financial plans.

Logistics

In the planning process, you should incorporate the how and when of everything arriving, and leaving, including the people. Make sure that your volunteers know when they should arrive to help with set up, when specific activities may take place and brief them on what the event is going to be like. This could be the key to making sure your event is a success and everything runs smoothly.

Risk Assessment

In order to make sure you are prepared for anything that might happen, you should do a risk assessment before your event. Not only does this mean that you have a plan in place in case anything goes wrong, but it also means that you are considering the health and safety of everyone involved, as well as complying with insurance requirements if applicable.

Part and parcel of the risk assessment may be preparing for what will happen if the weather turns, making sure disability access is considered, seeking permission to photograph or film young people, or making sure you comply with the location's rules such as noise levels.

Extra things to consider...

- A wide range of cars on display from the exotic to affordable and grassroots (if applicable). It is best to display the cars that you use as a club as this will show an accurate representation to new members on what to expect.
- Make sure your display is interactive, perhaps a wheel-change or driving simulator challenge to engage with the public.
- Having a prize competition for people to take part in such as a raffle. This gives you an incentive to start conversations and the opportunity for you to contact them after the event.
- Holding an open evening. Because of people's busy work schedules, sometimes it is a good opportunity to hold an open evening where

potential members can ask questions and get more information about your club.

- When promoting your event, it is a good idea to tell people where you will be located within the event. This can be done by showing where you are on a map when promoting your attendance.
- Remember to update your social media channels throughout the event so that you can encourage people to come and visit you.

It is important to signpost the next steps people can take and follow-up with them. Make sure your visitors know when your next club night or event is and invite them along personally. Send an email post-event to remind your visitors who you are, what you do and how they can get involved. If you do choose to send an email, make sure that you are complying with all GDPR processes and laws. If you would like to find out more about GDPR and what you should do in this regard, please head to the Management Section of the Club Toolkit.

For more information guides visit the Motorsport UK Club Toolkit.

For guidance and suggestions of further guides, email the Motorsport UK Club & Community Development Team at club.development@motorsportuk.org