



# Get going on...



## Hosting a “Come and Fly” Event

**Event Name:** “Come and Fly” Day

**Objective:** To create awareness of gliding with the potential of attracting new participants for general, female, and youth memberships. When attracting membership for specific categories, “Come and Fly” days can be for females or youth only.

**Duration:** 10:00 am to 4.00 pm

### Event Overview:

A **family-friendly/female/youth** day filled with gliding activities, including a gliding simulator, a free Air Experience Flight to experience gliding firsthand, and informative talks (by **female/youth pilots**) on gliding opportunities.

### Pre-event Actions:

- Confirm membership focus – general, female, youth
- Define marketing strategy (see below)
- Organise appropriate speakers/instructors/AEF
- Contact local businesses for donations of food/drink, vouchers, discounts that can be utilised for BBQ or membership goodie bag
- Prepare Membership Goodie Bags (remember old merchandise can be used here as well)
- Prepare the administration requirements for registration, including capturing email addresses to have follow-up contact with potential membership participants and visitors
- Prepare a site plan and volunteer schedule (see below)

## Event Run Sheet:

### 1. Welcome Stand:

- Attendee Check-in and AEF sign up (complete GAus paperwork).
- Provide: Member pack with club handbook, membership information, and AEF voucher if unable to complete on the day. Include any merchandise available for the club, including hats, lanyards, or branded water bottles.

### 2. Air Experience Flights:

- Using a sign-up sheet at attendee check-in.
- If weather does not permit, ensure a voucher is issued to schedule an AEF in the coming 30/60 days.

### 3. Glider demonstrations

- Showcase skills and techniques by qualified pilots – if doing this, have a microphone/PA system to commentate on what is happening throughout the flight.
- Showcase the glider to allow visitors to sit or chat about the different features of the glider.

### 4. Gliding presentations by suitable speakers

- Female instructors' presentation on pathways, gliding for female events and Rockettes etc
- Youth instructor presentation on pathways, gliding for youths, JoeyGlide etc
- Airworthiness presentation
- Social aspects of the club
- Tour of the club facilities

### 5. Children Zone:

- Provide activities to keep children and young people entertained, such as games, a colouring area (check Clubhouse for printable colouring options), and or a gaming area

### 6. Food and Beverages:

- Offer food and refreshments for attendees.



- Consider approaching local businesses to support hosting a BBQ lunch or providing refreshments to be purchased.
- Consider water stations, seating areas, and rubbish bins.

#### 7. Raffles and Prizes:

- Engage attendees with opportunities to win prizes (membership discount) and AEF.

### Marketing and Promotion:

#### 1. Social Media Campaign:

- Platforms: Facebook, Instagram, and Local community groups (councils).
- Create a QR Code to be used on marketing flyers for registration.
- Include event details, engaging visuals, and calls to action buttons to register.
- Post regularly 1 month prior to the event and then daily from 10 days out to engage and remind participants.
- Send a reminder for registered participants 3 days before and 1 day before the event.

#### 2. Local Community and Outreach:

- Flyers and Posters: Distribute in local community areas such as councils, schools, universities, defence bases, community groups, and local businesses applicable to your targeted demographic.
- Local Media: Advertise in local newspapers and radio stations.

#### 3. Club Members:

- Share the event: Ask all your members and their families to share the event information on their social media platforms.

### Logistics:

#### 1. Create a budget:

- Consider items such as food and drinks, AEFs, raffles, travel costs for presenters, marketing, and promotion, membership packs etc



## 2. Sign up/Registrations:

- Use platforms such as Jotform or Wufoo to collect registrations. Create a QR Code for the registration for flyers and marketing materials.

## 3. Volunteers:

- Identify volunteer roles required and rosters to have shifts.
- Consider having a volunteer just to look after the volunteers – provide water or hold down the fort for bathroom breaks.
- Recruit through club members, families, and friends.
- Consider roles such as sign-on, AEF, Presentations, facilities tour, gliding simulator, stationary glider viewing, BBQ, cleaning bathroom amenities and rubbish, and cleanup.

## 4. Equipment, assets, and setup:

- Identify all the areas that need to be set up prior to attendees arriving, including gliders for AEF, glider for viewing, seating, shade, rubbish bins, BBQ, refreshments, presentation area, microphone/PA system, children's area etc.
- First aid area with a qualified first aid volunteer.

## 5. Feedback/Evaluation:

- Attendee survey for feedback for future events to be sent via email registrations for feedback on the value of the day, most enjoyable activity, least enjoyable activity, would you consider membership, do you want more information or someone to contact you from the club? etc
- Review attendance numbers
- Review membership sign-ons
- Review AEF bookings

## Look out for...

Get Going On... *Promoting your event*

Get Going On... *Writing press releases*

