



London and South East Affiliated Clubs Conference Workshops

Round one – (14:00 – 15:00)

- **Modernising your revenue collection.**

Delivered by the RYA Legal team this workshop will look at the legal perspectives surrounding payment methods, their benefits and your responsibilities. Pay and play, direct debits, standing orders & card payments will all be covered with key case studies and best practice being shared.

- **Re-vitalising your Facebook page.**

Your Facebook page can be an effective tool to reach new members and to keep existing members engaged. This workshop will explore how to keep your Facebook page up to date with the most appealing content. Delivered by our social media partners SocialB.

- **Club Race Training, and how it is linked to increasing club membership.**

This workshop will include case studies and interactive discussion, primarily looking at examples of junior race training programmes that have had a positive impact on club membership. Coach development opportunities and how a club can support this will also be covered

- **RYA Training Centre recognition for your club.**

Learn about the benefits of becoming an RYA Training Centre and develop an understanding of the requirements and recognition process.

- **Sailability – what is it and what could it look like at your club?**

A chance to consider the many different ways the Sailability programme can be delivered, the benefits to all involved and a few myths de-bunked.

- **Growing female membership and activity at your club.**

This is an opportunity to explore case studies from clubs that have grown both their membership and the activity of females through targeted projects.

- **Keeping newer members engaged and active.**

Newer members of our clubs tend to be less satisfied and therefore more likely to leave.

This workshop will explore projects and case studies that have been used to keep this important group engaged and active within our clubs.

Round two – (14:00 – 15:00)

- **Communicating with members, data protection considerations and updates.**

Data protection laws are changing and the changes will affect your club. The RYA Legal team will guide you through these and what you need to do to ensure compliance. We ask you to come armed with information on what member details you collect and what you use those details for.

- **Reaching potential sailors through boosted Facebook posts.**

Boosting a Facebook post is an effective way to grow attendance at and increase retention from open days and Start Sailing courses. We will explore how to create a good post and use free and paid for boosting. Delivered by our social media partners SocialB.

- **How to sustain and grow racing at your club.**

This workshop will be looking at different racing formats and race management initiatives through case studies and how they can positively impact club membership and racing attendance.

- **Growing and developing your instructor team.**

This workshop will focus on how to increase and develop your instructors and race coaching team to support the delivery of your training and coaching programme.

- **Retaining junior members and their families.**

Retaining juniors following a taster session or a course is a challenge faced by many clubs. This workshop will explore how to keep junior members and their families actively engaged in your club.

- **Introducing Sailability activity into your club.**

What does inclusive sailing bring to a club? An opportunity to discuss some of the myths around what is needed to making your club accessible and develop a Sailability programme.

