



'Come and try' days

Open days provide an excellent opportunity for rugby clubs to recruit players at every age group across their junior sections. Ensuring a positive experience for attendees of these events will positively impact the number of new players you are able to recruit. Below are some considerations worth discussing as part of your planning process to help maximise the impact of the event.

Data capture

Being able to communicate with attendees before and after your event will increase the chances for you to convert them to future players in your club.

- ✓ Pre-registration for the event (Google/Microsoft Forms, Eventbrite etc.)
- ✓ Pre-event communication (overview of the day, equipment needed, logistics e.g. parking)
- ✓ Registration on the day (nominate a volunteer to ensure all details are accurate)
- ✓ Follow up communication (thanks, offer next steps for sessions, contact details etc.)
- ✓ Review/monitor transition rates from the day, use surveys or discussions to generate detail.

Coaching

A positive coaching experience is an essential part of maximising the number of players that will return to your club after the event.

- ✓ Integrate the attendees with your current players from the start.
- ✓ Develop coaching 'stations' to provide attendees with an opportunity to experience several aspects of rugby.
- ✓ Provide a variety of small-sided games with various conditions to emphasise different skills.
- ✓ Ensure opportunities for all attendees to experience success (scoring tries, developing skills etc.)
- ✓ Celebrate and recognise the achievements of all attendees, it is a big step attending your first rugby session, let's reward them for it.

Parents

Parents can often be the missing link between young people attending an open day and going on to join the club as a player for years to come. They could also become your club's



future volunteers, coaches and committee members so it is worth investing time into their experience from the start.

- ✓ Introduce parents to relevant coaching groups and other parents at the start.
- ✓ Provide some hospitality with teas/coffees as part of creating a welcoming environment.
- ✓ Provide a format for questions to be answered either with a Q&A or informal conversations with club volunteers.
- ✓ Showcase your section, use club TVs with slideshows to share the enjoyment and opportunities that come with playing for your club.
- ✓ Provide an opportunity for parents to see the other elements of your club, show them the gym facilities that your U18s can access, and the function suite members use for parties etc.