

Club Conference 2011: Communicating Your Success

Promoting, photographing, tweeting, press releasing, and spending *some* time away from Facebook.



Who we are and what we do

- Glendon O'Donovan – Marketing Manager
- Ann Kite – Assistant Marketing Manager
- Jenna Hadley – PR, Media & Promotions Officer
- Kate Allum – Marketing Officer

- Ben Hill – UoB PR Manager

Promoting your club

Why is this important?

- 2012 – sport is on the radar
- **YOU** are ambassadors for UBSport and UoB
- Top three sporting university – keep us there
- Raises profile of club
- Encourages students to get more involved
- External visibility = sponsorship
- Employability

Channels used for promotion

- Website
- Social Networking
- Media outlets i.e. Press releases
- Specialist publications
- University publications
- Events - Opens Days, Sports Fair
- Newsletters
- The Pride – Monthly e-magazine

Practicalities

- Limited man power – better information from you means we can do more
- Information and details
- Help us identify athletes competing internationally inc. Alumni
- Stay in touch! If we don't know about it we can't promote it
- We decide what is newsworthy

Website - Match/Event/Competition reports



What I need from you

- Facts – venue, place, date(s), opponents, official name
- What is it for? How important is it?
- Links to relevant websites
- Result
- Names! Who scored, who competed, year of study/course
- Key moments and details
- Quote (Captain and/or Coach)
- Good quality photos

Website - Match/Event/Competition reports



What I need from you

THINK AND PLAN!

Is an important event coming up? Then let me know about it in advance and get the information I need to promote your successes emailed to me **THE NEXT DAY**

Website – Match/Event/Competition reports



What I DON'T need from you

- Lengthy descriptions, wastes your time and mine
- Just a link and no explanation
- Contacting me a week after it has happened, it is not newsworthy then

Good Example

Hi Jenna,

We took part in a competition this weekend. Please find all the information below. My number is 0123456789 should you need more info.

Joe Bloggs

Event name: XIX Commonwealth Games 2010

Where: Delhi, India

Date: 8-9 October

Who : Louise Hazel (2009 French graduate), aged 25. Competing in the Heptathlon which consists of 100mH, Javelin, High Jump, 200m, Shot Putt, Long Jump, 800m over two days. She was competing as part of the GB team and it was her first appearance at the event.

Highlights: Won gold with 6156 points (PB) - finished the first day strongly on 3597 points

- 110mH 13.25s (PB) – Day 1
- 200m 24.10s (PB) – Day 1
- High jump with 1.69m shot put with 12.54 –Day 1
- Shot put 12.54m –Day 1
- Long jump 6.44m (PB - showed her determination as she has not jumped further than 6.14m so far this year) – Day 2
- Javelin 44.42m (PB) – Day 2
- 800m (ran strongly despite feeling the heat) – Day 2

Other information: the temperatures were 40 degrees plus each day. She stayed in athletes village. Works as an admin assistant with UBSport scholarships. Changed jump coach to Aston Moore six weeks before the event. Went on warm weather training the previous month in Kenya. Next competition will be the world championships held in Daegu, South Korea from Aug 27 –Sept 4.

Quote:

- Louise, 'It's just brilliant –I'm over the moon. I said I wanted to bring home a medal but to come away with a gold is more than I ever expected, it is such an honour and I am just so happy with my performance. I thought my mum would be back watching in the hotel but I saw her as I was doing my lap of honour and gave her a big kiss so that was nice.'
- UBSport athletics head coach, Mike Bull:, 'Well done Louise, we knew it was in her this year and everyone at UBSport is proud of her. It is fantastic to have such a great role model working within the University and we will be looking to see what we can do to help her get to the next level.'

Link: www.commonwealthgames2010.co.uk for the full list of competitors and times

Bad Example

Hi Jenna,

We took part in an athletics competition this weekend and won a gold medal.

Here is the link www.not-enough-information.co.uk

Thanks,

Joe Bloggs

What else you can do

- **Notice boards** – These are seen regularly in campus tours so **KEEP THEM UP TO DATE**
- **Website** – Let us know any changes to your section
- **Branding**
- **Your own website** – keep this updated
- **Social Networking**

Social Networking

Why is it important?

- Engagement
- Awareness
- Information



Social Networking

What you need to include

- Fixtures, results, events
- Club news
- Informing fans of changes
- Photos and videos
- Offers or promotions

Dealing with the Media



Dealing with the Media

Why is it important?

Interacting with the media allows you to reach thousands or even millions of people, through TV, press, blogs and social media

This can:

- Excite interest in your individual sport
- Promote the value of sport to society
- Show why University sport matters
- Help your CV

Dealing with the Media

How to deal with initial contact

- Call us! If ANY media contact you we need to know.
- Get the name, contact, organisation and request then speak to me
- We want you feel comfortable and we are here to support you
- THINK – what are they asking for you to do

Dealing with the Media

Positive and Negative Coverage

- Positive example
- Negative example



Sports Fair

- Fill out the Marketing Forms and return them by the deadline
- Make your stand presentable – think ahead and plan how you want it to look
- It is YOUR responsibility to do this
- We help everyone as much as we can but there are limitations

Sponsorship

- **Benefits**
- Association with high profile brand
- Work experience opportunities
- Tangible products – goal posts, tracksuits, balls, etc.
- Money

What are companies interested in?

- Brand awareness
- Exposure opportunities
- High calibre graduates for recruitment
- Building brand reputation



Sponsorship



What can you offer?

Event sponsorship –
how many people
attend? Flyers?
Tickets? Promotion?

Link company with club
e.g. 'Try Rowing' event for
sponsor employees.

Kit sponsorship – how
many in your club? How
often do you wear the
shirts? Who will see them?

Brand ambassadors
– associate with
success, promote
their values

Link in with **London
2012** – any members
taking part?

Club reputation –
International, national
, BUCS champions –
what can this mean
for the sponsor?

Sponsor branding
across FB/club
website/UBSport
webpage/twitter/blog

Club mailing lists
– offer them option
to be able to send
emails to members
(don't give them
your direct
details, forward the
message for them)

Sponsorship



Let UBSport look after it for you

- Professional appeal
- Full-time main contact
- Invitations to UBSport VIP events
- Partners page on UBSport website
- Logo on The Pride – goes to over 5,000 contacts
- University in sporting limelight

Sponsorship

- Book a meeting with Kate
- Prepare in advance
- Provide information on your club e.g. size, level
- Provide photos/evidence
- Tell us what you need/how much?
- Come up with list of suitable companies

Additional fundraising ideas

- Advertising boards round campus
- Deals with local companies e.g. Selly Sausage
- RTB sponsorship

Sponsorship - Top Tips

- Be realistic
- Provide evidence
- Don't promise more than you can give
- Don't be greedy

Recruitment



- Proactive plan from September 2011
- Brand ambassadors for UBSport
- We will be in touch!
- If you have any questions/ideas contact me!

Alumni

- £££ Potential source for funding
- Develop better relationship with alumni within your clubs
- Need to give something back
- Collect contact details for all alumni so we reach a broader base (not bham address!)

THANK YOU



**ANY
QUESTIONS?**



THE PRIDE
Extra! Extra!

**University of
Birmingham Sport
win the Super Best
Awesome Award
2011**

Marketing's
Final Thought:
The more we know
the more we can
help.