

# Marketing your Club

Making sure the  
everyone sees your  
full picture



# UBSport Marketing Department



## 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

# Promoting your club



## Why is this important?

- **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 – 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](http://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.

Thanks,

Joe Bloggs

# What else can you 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**

# Big events



- Exciting changes to help get University sport clubs promoted to a wider audience
- Announcements about how ‘Big Events’ will be moving forward to be announced in the Autumn term

# 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

# Social networking



## Website, twitter and Facebook

Our website is [www.sport.bham.ac.uk](http://www.sport.bham.ac.uk) – let us know updates to your page

Search **@UBSport** on twitter and click on lists, you will find all the UBSport clubs to subscribe to

[www.facebook.com/ubsport](http://www.facebook.com/ubsport) – contact Ann Kite  
a.kite.1@bham.ac.uk

**SUPPORT EACH OTHER**



# Twits to follow

**Scholarships** - @UBSScholarships

**Participation** - @UBSport\_Cat

**VP Sport** - @JimmyHughes02

**RTB** - @RaisingtheBarUB

**Media** – @BurnFM @redbricksports

**Club Development** - @AU\_Ade @ChrisJAnthony

**PR** - @Jenna\_Hadley

**UoB** - @unibirmingham

**All UK university sport** - @unisportonline

# 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.



# Dealing with the media



## What to do if media contacts you

- Call me! If **ANY** media contact you we need to know.
- Get the name, contact, organisation and request then speak to me – do not agree to anything until we have talked it through.
- **THINK** – what are they asking for you to do

# Dealing with the media



## **What to do if you want to contact the media**

- Call us! I'll be happy to chat through ideas and will be able to tell you if your idea will gain media coverage.
- **THINK!** Logistics, timings, benefits

# Dealing with the media



## Positive and Negative Coverage



# Dealing with the media



## Positive example – winning a medal

### What positive media coverage can do:

- 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



**Negative example – being naked on embarrassing bodies**

**What negative media coverage can do:**

- Damage the reputation of your individual sport
- Embarrass club members and the University
- The coverage will always be there
- Harm chances of future employment

# Dealing with the media



## **Just remember:**

- We want you to feel comfortable and we are here to support you.
- The more you tell us the more we can help.

# 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

# Sports Fair



Wed 19<sup>th</sup> September,  
12:00-17:00

Biggest membership drive

# Bad example



# Good example



# Bad example



Good example



# Sports Fair: top tips



Clear information

First event arranged

Be approachable

Thank you



**ANY  
QUESTIONS?**

Get yourself out there!

