

KENSHINKAI AGM 2018

PUBLICITY OFFICERS / MEDIA OFFICERS REPORT

PUBLICITY/ ADVERTISING

Display Boards

- Portable display board not currently in use, needs updating. Need suggestions as to where it could be used for short periods of time e.g. up to 2 weeks for events.
- Posters in one fixed display board at Admiral Lord Nelson School

Posters, Trifolds, Business Cards, Other

- Posters available for distribution on request.
- Trifold Handouts still available. Lack of advertising at Fareham Leisure Centre!
- We still have some advertising Business Cards remaining if anyone should have somewhere to display them.

Demonstration / Taster Days

- None.

Internet / Website

- Approximately 28 email enquiries received since the last AGM. Significantly reduced but many people show up for a free class without emailing first.
- Kenshinkai website and Facebook groups updated on a weekly basis.
- Up to 40 website links updated regularly, some using new simpler URL of www.learn-aikido.org.uk .
- The number of free advertising sites available has dropped significantly over the past year.
- Facebook groups “Learn Aikido” and “Aikido Yoshinkan” are public FaceBook groups used to advertise our classes along with a location page for each club.
- Kenshinkai Yoshinkan Aikido group is public to allow anyone to friend/join.
- Kenshinkai Members (adults), Juniors (juniors, parents, guardians, junior instructors), Social (club social events) groups also available but restricted.
- Received most enquiries form Dojos.Co.UK, BBC Activity Maker, Class4Kids and Eventbrite adverts which are currently free of charge.
- BBC Activity Maker no longer available!
- Need to identify more of these types of advertising sites for use free of charge.
- We have identified that online advertising is the most cost-effective method of advertising going forward

OTHER BAB OFFICERS (no written reports)

Data Protection Officer (Dee Masters)
Licence Officer (Garry Masters)
Child Protection Officer (Dee Masters)
Coaching Liaison Officer (Dee Masters)