

Ten Musts For Successful Programming

The winter season is here...Is your club offering any new programs? Read on to find out how to make a new program successful and an existing program even more exciting and fun for your members.

The following are some key considerations that you might take into account to make your event unforgettable.

1. **Title** – make it catchy and draw your member in: ‘Building Your Game’ clinic, ‘Beef ‘N Bottle’ round robin
2. **Attitude** – high energy ‘Animator skills’ for pre, during and post event
3. **Attire** – professional and/or add a theme: ‘Image of Pro’, ‘Valentines’
4. **Vocalize** – tell everyone, interdepartmental communiqués, Marketing and Promotion – don’t miss out!
5. **Decorate** – unique posters, bulletin boards, create an atmosphere of interest (Marketing and Promotion)
6. **Pictures/Internet** – display pictures of past events to promote the new event, tape the current event to show who had fun!
7. **Prizes** – always have recognition, any type of prize, ribbons, Mr. Pez. The goofier the better, it does not need to be expensive
8. **Food** – promotes socializing, make it hardy and buffet style, pasta, burgers and beer, keep it simple and reasonable
9. **Social** – always a gathering point for recognition, camaraderie, whether on or off court, always praise in front of peers
10. **Music** – music sets the tone for the off-court social, for the off-court component, music can be themed, for the on-court event, i.e. Oktoberfest Mixed Doubles, what type of music do you think would be appropriate?