



BACK TO TENNIS

How it will help Coaches & Venues

June 2020

#FedCup

WEBINAR OVERVIEW

WHY ARE WE HERE TODAY

The time is now! Tennis is in a unique position to enable thousands of people to pick up a racket and play our sport.

We have a marketing campaign set to reach 35%+ (18 million) of the population of the UK, creating huge demand for the sport.

We can work together to increase participation and drive revenue opportunities for coaches & venues.

WEBINAR OBJECTIVES

Part 1: Understand the national marketing campaign & how you can be part of it.

Part 2: Be aware how your venue & coaching programme maximise the increased demand through LTA Rally.

Part 3: Understand how you can access resources to help you open up tennis to the nation.



PART 1: **National marketing campaign**

THE CAMPAIGN HAS ALREADY BEGUN

**PLAY YOUR WAY CAMPAIGN IS LIVE
CHANGING PERCEPTIONS OF TENNIS**



SOCIAL MEDIA ADVERTISEMENT

Facebook, Twitter and Instagram activity live from 8th June.

OUT OF HOME ADVERTISING

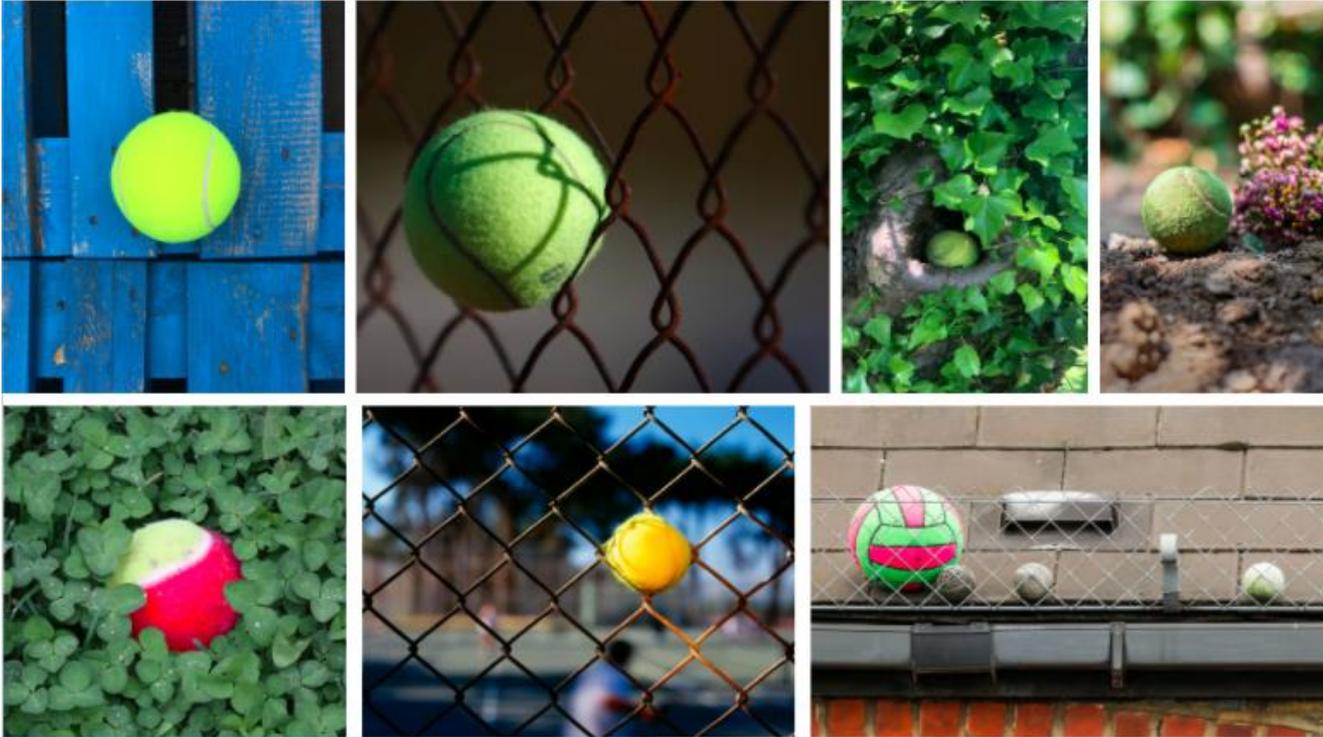
Billboards and bus stops running from 15th – 28th June in close proximity to 300 priority park courts across the UK

LTA.ORG.UK/PLAYYOURWAY

Web page encouraging people to find a coach or find and book a court via Rally.

ACTIVITY BUILDS FROM 22 JUNE

A 30 SEC ADVERT TO INSPIRE ACTION – FOCUSING ON THE STORY OF THE BALL



We all find tennis balls in weird and wonderful places.

Every ball has a story. Whether it's a brand new ball, fresh out of the packet, a brightly coloured low compression ball or a ball that's been in circulation for 10 years – they all ended up stuck in that bush or fence because someone was giving tennis a go.

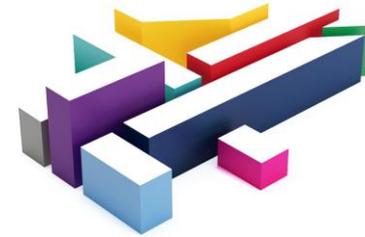
Our film will celebrate the best of the game and finish with the rallying cry – however you play, just play.

HIGH VISIBILITY FILM DISTRIBUTION

**AN ADVERTISING PLAN THAT WILL REACH
IN EXCESS OF 35% OF THE UK POPULATION
- 18.2M ADULTS**

SIX FIGURE SUM INVESTMENT

**TV & DIGITAL MEDIA FROM JUNE 22ND
CHANNEL4 / SKY SPORTS / SKY
ENTERTAINMENT / YOUTUBE / SOCIAL
MEDIA**



TRANSLATING INSPIRATION INTO SUSTAINED PARTICIPATION

MARKETING MATERIALS AVAILABLE FOR COACHES & VENUES TO USE ON YOUR CHANNELS

- Social media, website and email assets are available to download on dropbox.
- Additional assets to be added from June 22nd.

INCREASED VISIBILITY OF PRODUCTS & PROGRAMMES

- There will be ongoing announcements of the return of products via email & social, as restrictions on play lift.
- We will be directing people to book via LTA Rally.



PART 2:

How Your Venue & Coaching Programme can take advantage of 'Play Your Way'

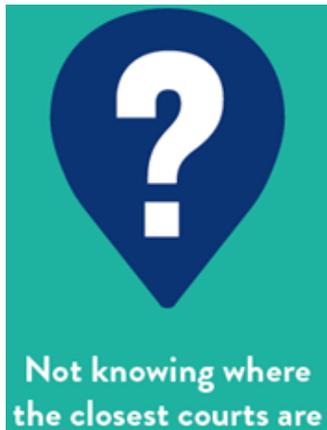
HOW CAN COACHES AND VENUES MAXIMISE THIS OPPORTUNITY?

	Venue	Coach
Speak to your venue & coaching team about working together	<input type="checkbox"/>	<input type="checkbox"/>
Open your court time to the general public for pay & play on Rally	<input type="checkbox"/>	
Upload adult coaching courses , with 'appear on Rally' checked		<input type="checkbox"/>
Ensure your Find a Coach profile contact details are displayed.		<input type="checkbox"/>

OUR CHALLENGE: FINDING AND BOOKING TENNIS IS NOT EASY

Potential players consistently tell us that organising tennis is a big barrier, stating;

“it’s tough to find a court availability or book a coaching session”.



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FIND

Your court

Find, book and play tennis in your local area.



Search

CLUBSPARK IS THE PLATFORM THAT POWERS RALLY

To appear on LTA Rally, you need to upload **coaching courses** and/or **court availability** on to ClubSpark using the Coaching & Court Booking modules.

If you are not already using ClubSpark, it can be a solution to your venue management and coaching programme management. It can digitally manage:



Court Booking



Membership



Flexible Scheduling



Website



Payment



Coaching Programme



Book and Pay on the Go



Reporting & Analysis

Further Resources



LTA
Rally

FIND *Your court*

Use LTA Rally to book a court or group lessons, play a match or find free tennis events, no membership required

www.lta.org.uk/rally



**OUT'S THE
NEW
IN.**

PLAY YOUR WAY



GROWING CLUB MEMBERSHIP

A bite-size guide to putting marketing campaigns into action

LTA TENNIS FOR BRITAIN



BIG TIMERS AND MIS-TIMERS WELCOME.



LTA
Rally

HOW TO BOOK A TENNIS COURT

If you are not a member/season ticket holder at this venue, please follow the steps below:

-  VISIT
LTA.ORG.UK/RALLY
-  SEARCH FOR A COURT
NEAR YOU
-  SELECT THE COURT,
DATE AND TIME
-  ENJOY YOUR TENNIS

Members/season ticket holders please book via your usual method.

www.lta.org.uk/rally

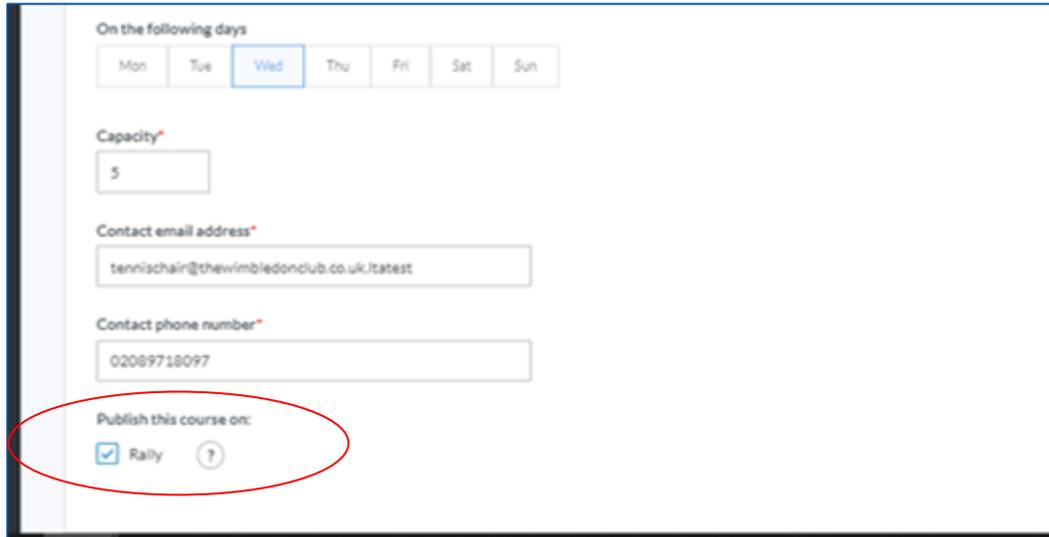
LTA TENNIS BALL GIVEAWAY

- **45,000** tennis balls to giveaway.
- **6 dozen** Slazenger Wimbledon tennis balls per venue or per coach.
- **£15.00 + VAT in England.**
- Once activated through LTA Rally and court time /coaching sessions uploaded request your access code from our Participation Support Team at Participation.Support@lta.org.uk



COACHES NEXT STEPS TOWARDS LTA RALLY ACTIVATION

- 1- Upload New Adult Coaching courses to your ClubSpark Account.
- 2- Ensure you leave the checkbox titled 'Publish this course on; Rally' checked.



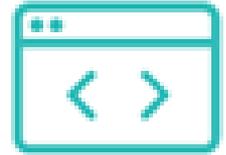
The screenshot shows a form for creating a course. At the top, it says "On the following days" with a row of buttons for "Mon", "Tue", "Wed", "Thu", "Fri", "Sat", and "Sun". Below this are fields for "Capacity" (with the value 5), "Contact email address" (with the value tennischair@thewimbledonclub.co.uk), and "Contact phone number" (with the value 02089718097). At the bottom, there is a section titled "Publish this course on:" with a checked checkbox for "Rally" and a question mark icon. A red oval highlights the "Publish this course on:" section.

- 3- Plan methods to convert new customers in to regular players!

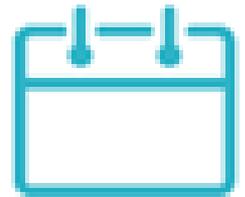
ClubSpark is a benefit of Venue Registration and Coach Registration, and is free to those users.

VENUES NEXT STEPS TOWARDS LTA RALLY ACTIVATION

1- Activate your ClubSpark Venue Account, and request to activate the 'Membership' and 'Booking' Modules, (there is a 24 turnaround time for this).



2- Use the ClubSpark Help Video Series to complete the necessary settings in the Profile Area & Booking Module (plus membership if required). These Videos, along with FAQ's can be found at <https://sportlabs.zendesk.com/hc/en-us> (link will be sent to all attendees after this webinar).



3- Email your Regional PDP or Rally@LTA.org.uk to request that LTA Rally is activated for your venue.

5- Receive and display your Rally Activation Marketing Pack.

4- Plan to convert Pay & Play bookers to members or regular players

CONTACTS

- **Support@ClubSpark.com** or call on **020 8247 3857** & North@lta.org.uk
- Regional Team
- Paul.bennett@lta.org.uk
- Laurie.haines@lta.org.uk – North East & Yorkshire
- Laura.lattimore@lta.org.uk – Yorkshire
- Allison.lewis@lta.org.uk – Lancashire and Cumbria
- Nicki.harrison@lta.org.uk – Cheshire - IOM