



## Taster day 2017 – Outcomes

Please don't make the mistake of thinking this may not have been successful, purely based whether we had new members joining on the actual day! The strategic objectives & outcomes that we achieved were:

Objective	Outcome (as at 10 <sup>th</sup> Sept 2017)
<b>Bring club members together as a team</b>	Over 60 members attended and worked together during the day. Evening meal was standing room only, and 99% of members who attended were extremely positive about the whole experience, albeit glad it was only 1 day per year!
<b>Provide a taster of gliding &amp; the club for people who are "interested in learning to fly &amp; becoming a member of the club"</b>	Approx. 70 people were flown on the day, and a further 7-10 booked to fly early Sept
<b>Encourage the 'likely ones' to return so that they can become hooked</b>	<ul style="list-style-type: none"> <li>• We set up a brand new process of following people up via emailing &amp; phone calling, to thank them, encourage them to use their 3months &amp; generally make them feel we care about them &amp; want them to come back</li> <li>• Approx. 10 people have made use of their 3month membership by returning, so far.</li> <li>• Sue is carrying out a project to phone all taster returnees (to join or book a day's course) and non-returnees (to use the 3months).</li> </ul>
<b>Get stakeholders/locals to see what we're about</b>	The tractor group came to visit, displayed, & a couple of them flew
<b>Increase the awareness of MGC and what we do, amongst the target audience locally</b>	<ul style="list-style-type: none"> <li>• We planned and achieved a comprehensive online presence with 196 people interested in attending,</li> <li>• 80 taster pilots actually attended (plus their families, so totalling around 150 visitors in total),</li> <li>• The online event was shared 95 times by members and interested visitors alike, so whilst the total number of people it reached is unknown, it will have been significant</li> </ul>
<b>Obtain revenue for the club</b>	<ul style="list-style-type: none"> <li>• Over £2000 taken on the day in trial lesson fees, with 10 more t/l's booked in for Sept (£250)</li> <li>• 2 course bookings taken at £499/£399 each</li> </ul>
<b>Sell courses, 1-day courses, and memberships / packages</b> (We didn't set a goal of how many, but we will next time)	<ul style="list-style-type: none"> <li>• 2 course bookings taken on the day</li> <li>• Interest in the packages during conversations with visitors on the day. No imperative for them to join on day, due to 3month membership. Therefore recommended project to look at the 3month membership pros &amp; cons (for Oct meeting).</li> <li>• Follow-up phone calls as above. And follow up / keeping in touch in person with those returning. We expect to see this bearing fruit over the coming 3-4 weeks.</li> </ul>

**So whilst we may not have seen droves of members joining on the day and this was not necessarily an expected outcome, we DID achieve all of these strategic outcomes, which is fantastic news!**

**Here's to next year's event!**