

## COF conference 2011 \_ PROMOTION Meet-Up

### General thoughts / ideas about promo

- Website, mailing lists, newsletters, facebook, separate websites and facebook pages for larger events
- Develop good relationship with local media
- Use local media listings for free announcements (Whitehorse – good for general awareness of the sport and well as new participants)
- Dedicated volunteer for link with media. Make their job easy, write short article, news release. If you feed them ready to go info (with pictures) , good chance they'll use it.
- Press at local level more likely to happen than at national level
- FWOC – not much result from magazine ads, most comes from word of mouth
- Mobile signs / sandwich boards are effective.
- GVOC had great turn-out at event right after Graeme Rennie (JWOC) article in north shore paper
- Promote national team athletes in media. 3 articles lately in Whitehorse papers about Kendra.
- Other national orienteering associations. What are they doing well/ what can we borrow?
- Twitter – not currently be used by cdn clubs. HPC is looking at twitter. Alpine Canada good example of using this.
- Twitter helpful during big events (COCs, WOC, JWOC)
- The 2011 COC twitter experiment...
- Video > steep learning curve to creating a good video
- GHO bought Hero GoPro head cameras and are creating video with Adventure Running kids program
- Need for short “what is O” videos. Video contest?
- Video is a good way to get across our message
- Posters – too old school or not? Andrea used COF poster templates (yeah!) for posters at coffee shops, libraries.
- Bridge banners – in Calgary can get permit to put banners on various bridges over major roads for a couple weeks. Good for awareness
- Need to get the work out in various ways – Eg., posters, social media, use the same tool in various ways (eg post poster image on facebook)
- With repeat messages, be sure you have a new twist in the story each time you put the message out. Don't just put out the same message > too boring, people will tune out.
- After great promo > be sure that you put on a great beginner friendly event. Greet newcomers, welcome them, remember people's names (!), have a reasonable quality map/event.
- Purpose of sprint, more accessible terrain, so use that to your advantage. Have in high visibility place in busy time. Choose assembly area in visible place is possible. Put up banners, look festive.
- Scheduling > have predictable schedule.
- Brand certain events as must-go-to events.

- Having events series can be successful
- Develop “first contact” package (COF?) to provide resources, ideas, suggestions for newcomers.
- What does the COC 2012 organizing committee need to do?
  - Create facebook page
  - Have intro clinic at event and well publicized day of registration
  - Have run-up set if clinics leading up to the event to help prepare for COCs
  - Use Tori Owen / Will Critchley as national team athletes to get media promo leading up to event. Use as way to create relationship with the media.
  - Take out “intimidation “ factor of COCs. Anyway can come. Get this message out.
  - Create category/course for newcomers who aren’t kids, but are fit, can run but navigation isn’t too hard. “Sport” or “Adventure runner” category. Want a longer course, so they can run, and want easy controls.
  - Offer discounted / free entries to HPP entries, but only available on first day of registration, gives organizing committee early on commitment that these elite athletes are competing (OOC is doing this for fall 2011 event)
  - When should COC 2012 open registration?
    - Monday July 25, 2011 – immediately after this year’s COCs.
    - Have registration table at previous year’s COCs and give out a gift to those registering then (shirt, hat, buff) to help push promo
    - Have good early bird incentives (cool swag!)
  - Use email list from previous year’s COCs
  - Need to promote in Europe. People going to Europe this summer should be taking promo stuff
  - Orienteers LOVE map samples. They work. They’ll commit to travelling around the world based on a map sample. Be sure you have them.
  - Get on international calendars (World of O, attackpoint)
- TWITTER ACCOUNT: [@OrientChamps11](https://twitter.com/OrientChamps11)

#### FOR THE COF:

- Post “Things to think about re promotion” list
- Knowledge transfer from COCs to COCs
- COF > access to international contacts
- Video contest - good idea > prize: something that promotes COF brand? Cash? Free entry for next year’s COCs? Nice jacket? GoPro headcam.
- COF Sticker photo contest on facebook – coming very soon!