



Open Day

Checklist



Running a successful Open Day complete the below...

SAOR OPEN DAY PLANNING

MONTH OUT

- Team Meeting to Discuss Plans and assign tasks
- Explain Friends and Family deal on the day
- Get team members to select 'friend' they will bring
- Create a targeted email series 3 x Member Email, 1 x Ex/Prospect Members
- Ensure all merchandise is ordered for the day
- Get 4 x Businesses involved for an onsite presence and on the day joiner value add
- Organise 'show bags'
- Create in club promos
- Create website promo online
- Add Open Day promo to socials
- Pull list of 'Hot leads' who could be pushed to commit on the day
- Organise on the day deal 'promotion'
- Create flyers/posters for local area marketing drops
- Set Daily KPIs in advance
- Plan on the day 'fun/fit challenge' and secure prize

TEAM MEMBERS ALL AWARE OF PLAN

Owner Sign Off:

SAOR OPEN DAY PLANNING

WEEK OUT

- Contact all leads in the build up and aim to book in for the open day session
- Send reminder text/emails to those that did show initial interest
- Get local community groups to do a last chance share on socials in the build up.
- Contact Team Members to confirm their +1's on the day. Remember even if coaches are not working this is a club event that they are required to attend in some capacity.
- Boost post on FB or do a paid advert locally
- Channel your socials to be all 'open day' in the build up week.
- Big push to Ex Members on email marketing
- Confirm on the day plans, from programming to roles etc..
- Remind all members with a reminder announcement at the start of each class for the week!
- Push the 'community involvement' with local community FB pages and more.

TEAM MEMBERS ALL AWARE OF PLAN

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DAY OF EVENT

- ❑ Meet with team 1 hour prior to the day commencing (if different locations, meet over Google hangout) - Plan day
- ❑ Motivate team with 'Daily Mantra'
- ❑ Introduce all new visitors to a member similar in their partner warm up
- ❑ Highlight newbies and ensure they get some TLC mid session.
- ❑ Do a post session/cool down session with a 'fun factor'
- ❑ Thank all attendees and let them know you will be around to chat memberships - Do a call to action
- ❑ Ensure that each new guest gets hand delivered a show bag by a coach/team member
- ❑ Announce challenge prize winner and runner up

TEAM MEMBERS ALL AWARE OF PLAN

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SAOR OPEN DAY PLANNING

POST OPEN DAY

- ❑ Send a thank you to all prospects/visitors with last chance call to action on the 'on the day deal'
- ❑ Thank all members for their involvement with video on socials
- ❑ Showcase the days events on socials and fill your feed with the event overview
- ❑ Thank all business owners for involvement and further boost these relationships for next event etc.
- ❑ Do a recap with team in a team education/training/meeting - eg. what did we learn, wins, what can we do better etc..
- ❑ Follow up calls to all attendees on the day to push the membership sign up

TEAM MEMBERS ALL AWARE OF PLAN

Owner Sign Off: