



BRITISH ROWING

INTRODUCTION



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Every four years, the Olympic and Paralympic Games puts rowing in the national spotlight and creates a huge surge in interest in the sport.

The 'Rio effect' could be a powerful force for your club, so the challenge then becomes how best to take full advantage of it.

Whether you're looking for more members, more coaches and volunteers, more funds to put towards boats and facilities or just an excuse for a big summer social event, the Games will provide the perfect backdrop to help achieve your club's objectives.

So that you don't miss the opportunity, we have put together this Toolkit to support you. In here you will find ideas, information, templates, tips and guidance on how to make the most of the occasion.

The next few months promises to be hugely exciting for our sport. Here's to a golden summer both in Rio and closer to home, and sincere thanks for your part in making it happen.



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Contact us

If you have questions relating to Rio 2016 then please speak to your British Rowing Area Participation Manager. Contact details can be found here:

<https://www.britishrowing.org/about-us/contact>

If you have any questions relating to Adaptive Rowing please email: **rowability@britishrowing.org**

Don't forget to tell us what you are doing by tagging in the British Rowing social media channels

f **🐦** **📷** **▶** **@britishrowing #RowingRoar**

What?	When?
Olympic Games Opening Ceremony	Friday 5th August
Olympic Rowing Regatta	Saturday 6th – Saturday 13th August
Olympic Games Closing Ceremony	Sunday 21st August
Paralympic Games Opening Ceremony	Wednesday 7th September
Paralympic Rowing Regatta	Friday 9th – Sunday 11th September
Paralympic Games Closing Ceremony	Sunday 18th September



The UK is four hours ahead of Rio. We're expecting daily rowing heats to start at 12.30pm UK time and the finals on Wednesday 10th to Saturday 13th August to start at 2.00pm UK time.

<http://www.worldrowing.com/events/2016-olympic-games-regatta/event-information>
<http://www.worldrowing.com/events/2016-paralympic-games-regatta/event-information>

PUBLIC EVENTS

There are a number of FREE public events taking place during the Olympic and Paralympic Games, where people will be able to watch the action and take part in fun activities. British Rowing will be there to add to the festivities. You can find us here:

Team GB FanZone

- London – At BeachEast, Queen Elizabeth Olympic Park, Stratford, E20 2ST from Saturday 6th – Sunday 14th August 2016.

ParalympicsGB Carnival

- Stoke Mandeville – Stoke Mandeville Stadium, Guttman Road, Aylesbury, HP21 9PP on Friday 2nd September 2016.
- London – Queen Elizabeth Olympic Park, Stratford, E20 2ST on Saturday 3rd September 2016.
- Nottingham – Smithy Row, Nottingham, NG1 2BY on Saturday 17th September 2016.



**Go to
www.britishrowing.org/Rio2016
for regular updates during
Rio 2016**

WHAT CAN I DO TO MAXIMISE THE IMPACT OF RIO 2016?

Your club's aims and objectives will most likely determine the type of activity you run during Rio 2016.

In our recent Regional Get-Togethers the delegates from clubs around the country raised a real variety of short and long-term club goals, and a range of innovative ways to achieve them by using the increased profile of the sport during the Games.

Over the next couple of pages you will find some of their suggestions. A lot of these are already happening and really do work, so why not give them a go at your club this summer?

Don't forget to tell us what you are doing by tagging in the British Rowing social media channels



IF YOU WANT TO INCREASE MEMBERSHIP LEVELS...

- Try and put more resource behind Learn to Row courses.
- Plan club open days to coincide with the main race days in Rio.
- Run 'Rock up and Row' sessions. Make it as easy as possible for people to be coached on an erg or just have a go (safely) in a boat.
- Run 'Refer a friend' incentives with your existing members.
- Run a 'Bring a friend/your family to row' day.
- Try and tempt lapsed members with 'Come back to rowing' messages.
- Position rowing and your club as a great way to meet and make new friends.
- Make sure the 'Learn to Row' information on your website is really clear and up-to-date.

IF YOU'RE MISSING A CERTAIN AGE OR SKILL LEVEL OF ROWER...

- Run 'Try Rowing' sessions for athletes who are good at other sports.
- Approach local groups that have the type of people you need.



IF YOU WANT MORE VOLUNTEERS, COXES AND COACHES...

- Split up your volunteering roles and give more people smaller, targeted responsibilities.
- Run specific 'Learn to cox' courses.
- Part-fund coaching courses for a level of coaching commitment in return.
- Approach local businesses to sponsor a coach onto a course.
- Identify the people in your club who could make the best coaches and proactively approach them about doing it. A personal request goes a long way.
- Run 'shadow a coach' sessions for people who might be interested.

IF YOU WANT TO GENERATE MORE FUNDS...

- Open your club to the public during the races in Rio. Make it an event.
- Run 'Try Rowing' sessions for local businesses – for a competitive price!
- Have a Rio-related, samba-themed party for members.



THREE THINGS TO THINK OF WHEN PLANNING AN EVENT

1. Have a plan, and stick to it

Agree what you want to do and when you want to do it, and stick to it. This saves time, resources and means that people know exactly what to expect.

2. Give notice

To your club and to participants.

- Get buy-in from your club to ensure you work together to deliver the best experience.
- Get the date out there to the public as early as possible and remind them! Make sure that you remind people of the date at least two weeks in advance.

3. Signage

Tell the world where you are! You might know how to access your club but if you were new, could you find it? Test it out by asking someone who hasn't been to the club before to get there. Join them on the journey and see where you could improve your signage.



TOP 10 TIPS TO MARKET YOUR EVENTS

1. Ask your members to tell their friends, family, colleagues and neighbours, about your event.
2. Make sure that all posters have clear and accurate information on them.
3. Work with the local media (newspapers, radio, TV) to promote your event.
4. Speak to local businesses / community groups / education providers to help promote your event.
5. Use social media to share the information about your event.
6. Publicise on your website.
7. Hand-out flyers in busy local areas.
8. Use external listing sites to publicise your events. For example, add your event to the BBC Get Inspired activity finder: **<http://www.bbc.co.uk/thingstodo/activitymaker>**
9. Invite a local celebrity to come along and use their profile to promote your event.
10. Share what you are doing with British Rowing through social media and we'll help spread the message.



WHAT PEOPLE NEED TO KNOW ABOUT YOUR EVENT

Keep it simple. Be accurate.

- What it is?
- Who it is for?
- Date, time, duration, location (postcode and directions)
- Cost
- Dress code
- Booking restrictions / deadlines (if applicable)
- Prior requirements
- Contact email / phone number



PR GUIDANCE

Talking to the local media is one way that you can raise the profile of your club, promote events and activities that are taking place and showcase the sport more generally within your area.

Journalists are typically very busy, so it helps to be as concise and as clear as possible when you talk to them. Tell them upfront what your story is and why it is important to their readers.

Send them an email and follow-up with a call to sell your story and provide more details. Having a short conversation on the phone with a journalist can make the difference between no coverage and great coverage.

When writing a press release keep it short and to the point. Make sure you 'sell' your story:

- **What is new about it?**
- **What is special about it?**
- **Why is it different?**
- **Why is it important?**
- **What are the benefits?**
- **What can you do?**
- **Why would their readers be interested?**

PR GUIDANCE

Remember, a picture paints a thousand words. So make sure you have images prepared in advance so you can share them with the journalist. And don't forget to caption them!

Sometimes, inviting a photographer from the local media is a good way to get coverage. After all, rowing is a visual sport so there will be plenty of great images to be captured.

Don't forget, if you do invite local media down to your club, make sure the club is presented in the best light – open, friendly and clean!

But if you go to all that trouble of landing some great coverage in the local media, be prepared for interest in your club. Think about the timing of any PR and make sure someone is on hand after the coverage lands to handle enquiries.

Don't forget online community groups and bloggers. Work with them as you would the media. Strike up a relationship with them and sell your story.

PR GUIDANCE

Script! “I’m calling from the local rowing club. I have some events coming up and some great stories about our work in the local community. Can I tell you a bit more about them?”

Idea!

Why not invite a journalist down from your local paper to give rowing a go and show them everything that is great about the sport.



SOCIAL MEDIA? SO WHAT...

Social media is a great way for your club to share news, events and activities. During Rio 2016 many people will be keeping up-to-date with the Games via their social media channels. So how can you speak to these people online?

Don't leave it too late!

It takes time to build up a following. We know lots of clubs are already active on social media, which is fantastic. But if you aren't on social media and you would like to be on sites such as Twitter, Facebook or Instagram, try to set these up in advance of the Games so that you have people to engage with come the Olympics and Paralympics.



SOCIAL MEDIA TOP TIPS:

- Promote activities and events e.g. training times, special events.
- Provide news and updates through the posting of traditional news reports, photos and video content.
- Pictures and video content go much further than just text.
- Build a following for your rowing club or your event from your members, supporters, sponsors and the media.
- Follow local influencers i.e. celebrities, MPs.
- Follow any organisations that might talk about sport or be interested in it e.g. sporting bodies, charities, activity centres, gyms, health shops, water-based activities, sports shops.
- Provide insight into the lives of those involved in rowing.
- Share posts when you are down at the club, and try to think about when others might be online in terms of weekends and evenings.
- Monitor and respond to comments where possible; it helps make social media, social! Remember to tell people how they can find out more about your club, via your website, on email or in person.
- Videos that fall into the following categories are more likely to be watched – OMG!, LOL or Educational.

Before you start on social media make sure you head to our website to look for the guidance around how to use social media responsibly, particularly if juniors are involved.

There are also lots of resources online that can help you make the most of social media for your club.



MARKETING TEMPLATES

We have produced a series of templates that will make it easier to promote your event. These templates are easily editable in MS Word and on Macs. The following templates can be downloaded from our website here: <https://www.britishrowing.org/rio2016/readyforrio/templates>

- Poster
- Flyer
- Leaflet
- Signage poster
- Social media graphic
- Press release template
- Data collection form



We have included some sample copy to show you what it could look like but it is completely up to you and your club to decide what information you would like to include.

You can also download free images to help you promote your event.

Download the images here: <https://www.britishrowing.org/rio2016/readyforrio/images>

WHAT TO CONSIDER WHEN RISK ASSESSING EVENTS

It is important that organisers of all events undertake a risk assessment, no matter how big or small the event. A risk assessment ensures all possible hazards have been considered and reasonable plans are in place to minimise these hazards. It will also allow for an appropriate response should anything happen during the event set-up, at the event or post-event.

Every risk assessments should consider the following;

- All potential hazards i.e. adverse weather
- Anything that might happen as a result of these hazards. The probability and severity of something occurring because of an identified hazard
- How to minimise the chance of anything occurring and who is responsible for this
- Action/s to be taken if anything occurs as a result of the identified hazards

WHAT TO CONSIDER WHEN RISK ASSESSING EVENTS

It is important to ensure all people involved in the organisation of the event (key volunteers, staff, venue team) are aware of the risk assessment plans and understand what they are responsible for. This also means that more than one person has sight of the risk assessment plan so that nothing is missed.

Clubs can carry out a simple risk assessment using an Excel spreadsheet, to cover all the points raised in this section. More detailed information on carrying out risk assessments can be found here:

<https://www.britishrowing.org/knowledge/safety>



MARKETING GUIDANCE DURING RIO 2016

There are a number of restrictions that are in place to protect the Olympic and Paralympic brands.

The Rio 2016 Brand Protection Guidelines can be found here:

https://www.rio2016.com/sites/default/files/users/flavio/brand_protection_guideline_for_advertising_market.pdf

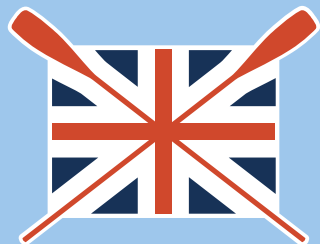
The British Olympic Association (BOA) has also put in place Rule 40 to protect the funding of the Games and the BOA. As with other organisations, we are also bound by Rule 40. Team GB have put together a useful document that provides you with all the details here: **<https://www.teamgb.com/rule-40>**

In summary - during the Games Period (27 July – 24 August), the image, name or performance of an athlete competing at Rio 2016 cannot be used.

This does not prevent you from doing any communications but it does requires some prior thought to ensure that what you do send out during the Games' Period does not contravene the Rio 2016 Brand Protection Guidelines and Rule 40.



Ready
for Rio!



BRITISH ROWING

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WHAT TO CONSIDER DURING THE GAMES

Planning in advance is crucial to the success of any event. However, there is still plenty to consider during the Games' period to ensure you can capitalise on the increased interest in our sport.

- Don't forget to support our rowers and follow all the action live in Rio. Sport, by its nature, is unpredictable. So make sure you share the highs (and lows) as they unfold so the public knows what is going on.
- Make sure you keep everyone informed about what is going on at the club. That way you should avoid any potential clashes.
- Welcome people with a smile. You might know every face in the club but it can be daunting to go to a club for the first time if you don't know anyone. Make sure everyone is welcomed with a smile.

TEAM GB CLUB ATHLETE?

If you are a club that has influenced one of Team GB's rowers, then you have a great story to tell! So make sure you tell it.

Use **#Myfirstoar** to explain what influence you had on the athlete and how you can help talented athletes to follow the same path. You may want to make a short video showcasing what the club has to offer that can be shared when the athlete is racing in Rio. Just remember, Rule 40 guidance!

GB ROWING TEAM TALENT ID

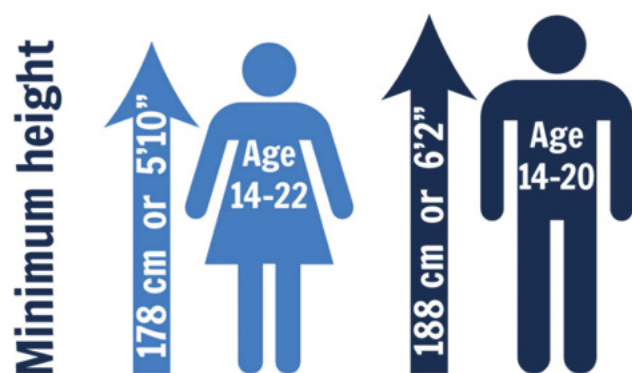
We know that Rio 2016 is likely to inspire many to get in a boat for the first time, including future Olympians and Paralympians. We are actively looking for people to join our Start and Para-Rowing talent ID programmes. Read on to see what we are looking for!

GB ROWING TEAM TALENT ID

GB ROWING TEAM START PROGRAMME

If anyone coming to your club meets these criteria then invite them to go online and fill in their details:

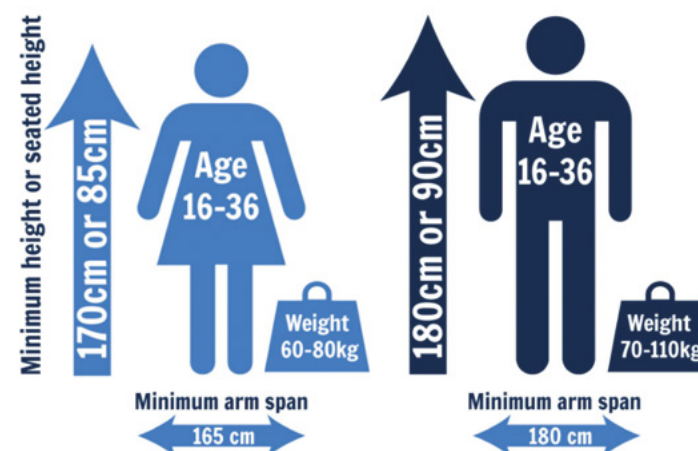
<https://www.britishrowing.org/gb-rowing-team/rowing-for-gb/start>



GB ROWING TEAM PARA-ROWING PROGRAMME

If anyone coming to your club meets these criteria then invite them to go online and fill in their details:

<https://www.britishrowing.org/gb-rowing-team/rowing-for-gb/para-rowing-talent-id>



DATA COLLECTION

Don't forget to get the contact details of people who come down to your club during Rio 2016. Capturing their name, email address and telephone number will allow you to communicate with them in the future. This could be to share the latest events and activities at your club, tell them how they can get involved or just to remind them what's great about rowing.

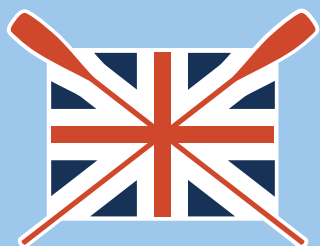
Make sure you capture their data when they are there. But always keep it securely stored and never share it with others unless consent has already been given by the individual.

We've created a template for you that will help you collect the right data which can be downloaded here: **<https://www.britishrowing.org/rio2016/readyforrio/templates>**

Phone a friend! Don't forget, we are all in this together. Speak to clubs in your surrounding area and find out what their plans are for Rio 2016. The more we work together, the more momentum we can build behind our sport to help rowing to thrive!



Ready
for Rio!



BRITISH ROWING

03

HOW TO MAXIMISE THE HALO EFFECT OF RIO 2016

While Rio may only be taking place over the summer months, remember that the 'halo effect' around the Games can last much longer. In order to maintain momentum generated around the Olympics and Paralympics, you should consider the following:

- What volunteer opportunities are available now and in the future?
- When is your next Learn to Row course taking place and how can you promote this?
- When is your next event – racing or social - and how can you get more people to come along?
- How could you use 'non-busy' times at the club to encourage more people to take part on a regular basis?

Once people start thinking about rowing, prompted by the Games, we should do all we can to keep them thinking about rowing. Giving them the opportunity to participate in the way they want, when they want, will go a long way towards growing participation in a sustainable way.

OLYMPIANS AND PARALYMPIANS POST-RIO 2016

Demand will be high for athletes post-Rio 2016, so if you are interested in asking for an athlete to visit your club after Rio, then please register your interest early.

We will then process all requests and manage these with the athletes. We may not be able to fulfil all requests but we will do our best to do so.

Email: **comms@gbrowingteam.org** and include the date, location and name of athlete(s) you would like to invite to your club.



MORE INFORMATION

External sources

Looking for further help and ideas? Then check out these useful external sources:

- Join in UK -
<https://www.joininuk.org/we-need-volunteers/how-to>
- Sport England Club Matters -
<http://www.sportenglandclubmatters.com>
- BBC Get Inspired activity finder -
<http://www.bbc.co.uk/thingstodo/activitymaker>
- Team GB Rule 40 guidance -
<https://www.teamgb.com/rule-40>
- Supercharge Paralympians -
<http://rio.paralympics.org.uk>

Image credits:

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Good luck !