



# Workshop Brochure





# Club Matters Workshop

## Business Planning

Do you have a dream for your club but struggle to make progress? This workshop will help you put together a simple yet effective business plan for your club to help you plan a brighter future. Take real steps to reach your goals; stop dreaming and start doing.

This workshop is suitable for anyone, from committee members to coaches involved with helping their club plan for the future.

### Content:

- What a business plan can do for your club
- Key players in developing a business plan
- A simple framework to support your planning
- Top tips of what to include in your plan and common pitfalls to watch out for



**“Great workshop which will help us to look to the future and provide long term stability and growth for generations”**



# Club Matters Workshop

## Marketing Strategy

With so many marketing options out there it can leave you in a muddle. This workshop will guide you through the marketing minefield and help you attract new members, raise funds or enhance your club's profile. Launch your marketing mission today!

This workshop is suitable for those interested in exploring methods to market their clubs to attract and retain members and sponsors or improve the club's reputation.

### Content:

- Shaping up your marketing strategy – what to consider
- Fit to follow framework – to develop your club's strategy
- Methods to motivate – considering different marketing options
- Evaluate your efforts – focus your energy effectively



**“As head of marketing at a large UK company, I was pleasantly surprised at the framework presented. I came away with some good ideas. ”**



# Club Matters Workshop

## Club Structures

It is important that sports clubs take the time to explore different club structures by attending this workshop. You will gain an understanding of what structure is right for your club to enable success and stability.

This workshop is suitable for anyone involved with reviewing their club structure or concerned about CASC.

### Content:

- Importance of your club structure
- Overview of different legal structures
- Top tips for becoming incorporated
- Selecting the best status for your club, including CASC



**“Very interesting and informative, provoked thought about the best way forward for our club.”**



# Club Matters Workshop

## Understanding the tax requirements for your club people

Tax can be taxing but knowing your obligations is vital to avoid any nasty surprises. This workshop will help you understand more about the main PAYE and employment status issues affecting sports clubs and put you on track to take the pain out of PAYE.

This workshop is suitable for those who want to understand their club's responsibilities towards the people who work for them.

### Content:

- Know your team – volunteer, worker or employee?
- Benefits and risks of each
- Employment status – tests, guides and examples
- Juggling expenses – employees, clubs and individuals
- Staying out in front – recent changes



**Workshop attendee,  
Newport**

**“Very thought provoking. I will be meeting with my committee to review this information ASAP.”**



# Club Matters Workshop

## Club Finances

Are you baffled by balance sheets or afraid of your accounts? This workshop will give you the tools to tackle your club's finances and help you make better decisions. Get your finances fit for the future.

This workshop is suitable for anyone involved with club finances or curious to learn more about methods to manage a club's finances.

### Content:

- Exercises to help you easily review and understand your club accounts
- Demystifying accounting concepts
- Ideas to help you improve your club's finances
- Methods to help you communicate your club's finances effectively



**"I now feel in a position to question the prepared accounts from last year's committee and be clear when discussing the current year's accounts."**