

GENERAL SYNOPSIS:

This is always a fun presentation (went last year, too). They focus on who your team should market and who you should target (the Moms).

POSSIBLE MAIN POINTS OR TAKEAWAYS FOR...

<p>LSC Board/Committee Members</p>	<p>Teams in Wisconsin</p> <ul style="list-style-type: none"> • Target 15 minutes from pool • Most will visit your website first (make it welcoming). • Become the media – show personality • Dedicate someone to social media, marketing, and PR (young coach or volunteer) • Focus on TEAM • Boost Facebook posts so more people see it. • Schedule posts throughout the week.
<p>Coaches</p> <p>Promote the Coach! Parents perceive swim coaches as more trustworthy than soccer, baseball, football, or volleyball. Take pictures of your coaches (around the pool).</p>	<p>Officials</p>
<p>Athletes</p>	<p>LSC Others</p>

Additional Notes:

In marketing materials:

Boys- show in shorts or jammers – NOT short speedos

Non-swimming families feel this sport is too expensive and year-round swimming is too much of a commitment.