

Hertfordshire
CLUBS CONFERENCE

Comms Pack

Contents

Introduction

- Objectives
- Key Messages
- Delivery of Messages

Communication Channel

- Social Media Guide
- Social Media Channels
- Social Media Templates

Contact Details

- For more information

Introduction

This comms pack will enable you to promote the Hertfordshire Clubs Conference, including downloadable social media assets and posters.

Objective:

This communications pack aims to support you in communicating with your audiences about the upcoming event, assuring their participation and support.



Key Messages

For this event we are looking at two key messages:

1

Engage sports clubs in Hertfordshire and facilitate networking opportunities.

2

Share best practice and help clubs tackle the challenges of the modern day.

Delivery of Messages

When delivering the messages above, either through social media or print, here are some key reminders to include:

1. Excitement about the upcoming event.

E.g. 'Mark your calendars and prepare to network with sports clubs from across the county'.

2. Details on the event's format, timetable, and themes.

- Date – Friday 11th October
- Time – 9.30am–4.30pm
- Sharing of best practice and help clubs tackle the challenges of modern day.

3. Clear instructions for registration

- Book using this link:
- <https://bit.ly/HertsClubsConf24>



Social Media Guide

Instagram, Facebook, X and LinkedIn will be the main social media channels for promoting this event.

We have created a number of social media graphics alongside messaging, which can be used across your preferred channels to help raise awareness of this event.

General Tips

- Keep it short – you will get most engagement through short posts.
- Include a clear call-to-action – let people know what you want them to do e.g “click the link to book your free space”.
- Use the hashtag **#ClubsConf24** to be more involved.
- Use emotive language and create that fear of missing out – ‘Don’t miss out’ or ‘Save your spot’, feel free to repost any of our social media posts as well.

Communication Channels

The main communication channels we will be using to promote this event will be:

Social Media: Posts on Instagram, Facebook, X and LinkedIn

Print: Printing of posters and flyers to be displayed in high traffic areas for your clubs.

We have created some suggested social media posts as a guide which can be tweaked to suit your own tone of voice. Please tag **@sportinherts** and **#ClubsConf24**



Hertfordshire
CLUBS CONFERENCE

 11th October 2024

 9.30am-4.30pm

 Fielder Centre, Hatfield, AL10 9TP

Register For **FREE** Now

More Info : c.mann3@herts.ac.uk



[Download all our social media assets here](#)



Instagram

Calling all sports and physical activity clubs in Hertfordshire!

Mark your calendars for the Annual Hertfordshire Clubs Conference.

Join us for a day of inspiration, learning and networking with clubs from across the county.

 Fielder Centre, Hatfield

 Friday 11th October 2024

Register for your FREE ticket now using the link in our bio

#ClubsConf24

Please note that Instagram does not allow hyperlinks in captions so please add the following link to your bio:

<https://bit.ly/HertsClubsConf24>



Facebook

Attention all sport and physical activity clubs in Hertfordshire!

Join us for our Annual Hertfordshire Clubs Conference 2024!

We're going, are you?

 Fielder Centre, Hatfield

 Friday 11th October 2024

Register for FREE now 

<https://bit.ly/HertsClubsConf24>

#ClubsConf24



Twitter (X)

You don't want to miss out on this event!

Join us at the Annual Hertfordshire Clubs Conference 2024.

 11th October 2024

 Fielder Centre, Hatfield

Book your FREE ticket now 

<https://bit.ly/HertsClubsConf24>



LinkedIn

Calling all sports clubs and physical activity enthusiasts in Hertfordshire!



Save the date: Friday 11th October 2024!

The Hertfordshire Clubs Conference is back, bigger and better than ever!

Get ready for a day filled with inspiration, knowledge-sharing, and exciting networking opportunities. It's time to tackle the challenges of the modern sports world together!

Get ready to level up your club at the Hertfordshire Clubs Conference!

Book your FREE space now 

<https://bit.ly/HertsClubsConf24>



Poster

Please note that posters should ONLY be used in print and should NOT be used on social media, here are some tips:

General Tips

- Identify high-traffic areas where your target audience is likely to see your poster.
- Ensure that your posters comply with any regulations or guidelines for posting in public spaces.
- Use appropriate adhesives or mounting hardware to securely attach your posters to walls or display boards.
- Consider using frames or protective coverings to prolong the life of your posters, especially in high-traffic areas.
- Regularly check the condition of your posters and replace any that are damaged or outdated.
- Opt for high-resolution printing to ensure clear and sharp images and text.

[Download poster here](#)



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If you have any more questions then please contact @c.mann3@herts.ac.uk



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