

# Welcome.

Thank you for getting involved with BADMINTON England's BE Prepared club activity Scheme and nominating your club to run an event over the summer to encourage new people to interact with and try our sport from within your community.

We are now pleased to send you your BE Prepared pack full of lots of relevant information and event ideas. Your pack includes:

- 10 things to get you started
- Event Consideration Document
- Specific Event Information
- 'Top tips' Marketing hints
- Frequently Asked Questions



We want you and your guests to have as much fun as possible and hopefully a lot of your new arrivals, inspired by the buzz, will come back and join you for a club night or two before becoming members of your club.



Research carried out during the past three Olympics have shown that during the lead up to and during the Games the amount of people wanting to get involved in Olympic sports does increase.

The BE Prepared Scheme will assist you, as one of all important badminton clubs, to embrace the buzz and make maximum benefit from this summer's sporting spotlight.

With clubs from all sports looking to entice and engage with new players, the first step for you is general awareness - make sure that your activity is listed on [www.playbadminton.co.uk](http://www.playbadminton.co.uk) as we we being signposting thousands of badminton fans – of all ages and ability - to this site over the summer to see what local badminton activity is taking place in their area.

You may have a lot of people wanting to get on court that your club is unable to cater for such demand. It would therefore be great that, before running your event, you take a little bit of time out to research what other badminton opportunities are in your area. Building partnerships with other clubs and casual court time activity can really help drive up badminton awareness locally.

This summer's 'Greatest show on Earth' is the perfect opportunity to open your club doors wide so embrace the buzz and go spread the word about the fastest racket sport on the planet.

## Your BE Prepared Team

*BE prepared.*  
*BE inspired. BE proud.*