

# Business of Curling Symposium

## Crapaud ~ Saturday, October 13th, 2012



### Agenda

10:00 a.m.	<b>Embracing Social Media</b> Curling clubs need to be familiar and active with applications like Facebook and YouTube. Most of our potential customer base live in this world and so should we. You will learn 10 great tips to to make joining this exciting world worthwhile!
11:00 a.m.	<b>Bonspiels - Why Are We Having So Much Trouble?</b> It's a regular occurrence to hear a club complain about declining entries in their club bonspiels. This session will examine what successful club bonspiels are doing to buck that trend!
11:45 a.m.	<b>LUNCH</b>
12:30 p.m.	<b>Getting Started for Adults</b> This new, comprehensive instruction program is changing the curling world one member at a time! It is a simple program requiring a "leap of faith", but it is a dramatic change to member retention and they way we do things!
1:30 p.m.	<b>Creative Thinking to the Struggles of Small Clubs</b> Clubs in small Canadian communities are struggling with rising costs and declining populations. How can they survive? The potential impact of partnership, relationships, events and 'other' businesses will be examined and discussed for solutions.
2:15 p.m.	<b>Membership Recruitment</b> Tips, tools and best practices to secure and improve the growth of your membership.
3:20 p.m.	<b>Delivering Superior Customer Service</b> Building the business of curling has many facets that need to be coordinated under one umbrella called "superior customer service". We are convinced keeping what you worked so hard to get (members) can be linked directly to delivering superior customer service. This session will guide you to that philosophy.

This one day session will be presented by Danny Lamoureux, the CCA's Director of Curling Club Development. The Business of Curling program has been delivered across Canada to hundreds of clubs, manager and Board volunteers since 1995. Danny also managed the Ottawa CC for 16 years.

*"We enjoyed the Business of Curling Symposium and are using what we learned to introduce new programs and a new attitude amongst our executive. We are using "Excellence in Service" as our motto reviewing every aspect of our operation this year. It has begun by upgrading and improving our locker rooms and common areas. It will continue with the ice in the fall."*

(Grant Allman, Fenelon Falls Curling Club, May '10)