

**Business of Curling Symposium
Saturday November 3, 2018
10:00 am – 3:30 pm
Espanola Curling Club**

TOPIC	Curling 101
CONTENT	In the “old” days, we would host a one-day “Curl Canada” clinic in the Fall, usually a full day. Then we would sign-up these new recruits (with 1 day of experience!) to regular leagues. Then a year or less later, we would wonder where they went!! Curling 101 is a new approach to creating awareness then offering an elegant opportunity for new people to try curling for the first time. And it works!!

TOPIC	Adult L2C – Learn To Curl
CONTENT	This session is about finding ways to enhance the curling experience among beginners and novices to ensure we retain them as active, interested, involved, and competent curlers. We will walk through the steps to set up this program that will change the world of curling. The steps include costing, training & recruiting of instructors, marketing to fill the league, the curriculum, special events, special classes (strategy etc.). It’s an exciting program that is working in many jurisdictions with great success. Why not yours?

TOPIC	Superior Customer Service
CONTENT	Keeping all those curlers we worked so hard to get! We often hear “ <i>we don’t need customer service; we’re not a business, we are a curling club</i> ”. Nothing can be farther from the truth! Many curling managers and board members work hard at recruiting new people to the club. But once they’re in, we forget about them and then wonder out loud what happened to them. We will look at many neat things considered good customer service in a curling rink and a lot of the little things you can do to put the ‘golden handcuffs’ on newer players and making them members for life.

TOPIC	Producing successful advocacy: tools to help you speak to government or other stakeholders in a professional manner
CONTENT	Curling rink operations need to build capital to upgrade and modernize their facilities. We must stand out in a competitive marketplace. Some of the topics covered: <ul style="list-style-type: none"> - Creative and effective use of data - Development and presentation of outcomes - Innovative initiatives

TOPIC	Social Media Strategies
CONTENT	In this presentation, we will speak about why it is important to be intentional about having a social media strategy. Clubs must first consider what objectives they want to accomplish and <i>then</i> decide how social media engagement might help. We will also discuss the pros and cons of specific social media engagement, why the number of your club's Twitter followers does not matter, and the five steps your club can take to maximize your social media success.

TOPIC	Managing Risk
CONTENT	Identify the risks facing club operations, then implement strategies to reduce risk and exposure. The session will cover: <ul style="list-style-type: none"> ○ Insurance ○ Risk Management ○ Negligence ○ Waivers ○ Helmets

TOPIC	Best Practices – the WOW factor
Presenter	All clubs in attendance!! Bring us your best ideas!
CONTENT	Sharing ideas that work!! Many (if not all) curling centres operate in isolation, doing many of the same things year after year. But every club generally does something really unique/unusual making the customer go WOW! It is time to share these great ideas with every building in Canada so we can make every curler who walks through our doors go WOW! Participants in the sessions will be asked to bring their great idea for sharing and we guarantee you will go home with many more than you bring!