



Getting The Word Out

Putting together visual resources to promote your club



Clear Concept

A concept is an idea or invention to help sell or publicise a commodity. Determining if you have a strong concept for a picture or video is determined by the purpose, the message you would like to convey and why, and who your target audience is.

Know Your Audience

Who is the concept going to be marketed to? Is it for potential participants, program deliverers, host clubs, your members to help spread the word, or your wider sporting community? Once you have identified your audience, research is key - you need to know and understand them to ensure your concept will work.

The Message

Strong - Engaging - Personal - Honest - Relatable

What are the key messages that you would like to deliver to your audience? What is the best medium to tell it?



Reframing how your program is perceived

- Traditional vs Social - how to identify that it is your sport but played in a different way
- Showing activity vs Telling the story - striking the balance to get the message across whilst showing the viewer the program
- Creating footage or pictures that look authentic - real life action vs staged action
- When filming or photographing inside vs outside and how that can assist with your message
- Who is included in the video or photos?

Video or Photo?

- What is the unique value that a video can bring to your program?
- Consider your budget and complete research when considering the importance of investing time into a video production
- What is your call to action - what are you asking the audience to do?
- Testimonials and snapshots of the program - what value can internal photos and videos bring as a replacement for a video?

Professional or DIY?

When deciding how to produce your concept, consider the below:

- The workload and capabilities of your club volunteers
- Budget
- Number of different stories, participants and locations
- Are you creating a series of videos? Make sure they have the same look and feel.
- Testimonials and snapshots of the program
- Method of release – where and when will you be promoting?

Sourcing a professional

- References and colleagues are the best way to find a photographer or someone who can produce a video for you. Word of mouth followed by research can go a long way to producing great content.
- The brief should include
 - Scope, research and language
 - Budget and negotiation
 - Roles and responsibilities and how that can vary
 - Briefs on the project - target audience, message, timelines, research examples and budget
 - Policies for use of footage
 - Sponsorship sourcing

Getting the most of out of your talent!

- You have selected your "stars" and want to ensure that you bring the story to life. How do you ensure that you create a relatable, authentic story that gets your message across quickly and appropriately?
- How do you want your talent to appear?
- Vox Pops vs Interviews
 - Preparation – are you scripting or doing it on-the-spot
 - Selecting of talent – who will convey the message best?
 - Set questions vs conversational
 - Setting – adjacent to the activity, or stand alone?

Releasing and distributing

- Maximising your reach with your finished product can depend on the final product.
- Uploading your product to Social Media platforms and using the footage in different ways can maximise your reach
- Partnering and sharing content through other channels and organisations can also improve your reach.
- Paid vs Unpaid reach – spending your money wisely!
- Consider the duration of videos and what is most appropriate for which platform?
- Use of subtitles on videos

Notes