

# COME & TRY SESSIONS



**Make the most of the increased exposure of badminton through the Olympic and Paralympic games by getting involved in 'The Big Hit' and delivering Come & Try Sessions.**

## **What are Come & Try Sessions?**

Come & Try Sessions are like taster sessions. They are an opportunity for participants to experience your training session or badminton club prior to any payment or commitment on their part. It's a unique chance for the customer to 'try before they buy'.

## **What are the benefits of delivering Come & Try Sessions?**

Come & Try Sessions are a free, low-commitment way for new participants to take part in badminton. Come & Try Sessions enable clubs to find and attract new participants, or a different audience, that they might usually struggle to reach and engage. Due to this, Come & Try Sessions also mean clubs can convert participants into members (if members of the public are available to attend your Come & Try Sessions – and they have fun – they should be available and interested in becoming a member of your club directly).

## **How can we tie Come & Try Sessions into The Big Hit?**

Your club could utilise The Big Hit as a national campaign to promote your Come & Try Sessions to maximise engagement and reach for your badminton club. You could do this by just marketing the Come & Try Sessions and utilising The Big Hit as increased exposure.

## **What resources are available to support our club to deliver Come & Try Sessions?**

Your club doesn't require any additional resources to run Come & Try Sessions, however, it is worth planning what type of Come & Try Sessions you want to run. Below you will find some advice and guidance around two different options:

### **1. Existing session**

If you currently run a weekly badminton session, then this existing session provides a great opportunity to run a Come & Try session. Using your existing sessions to run a Come & Try Session, could involve:

- Re-purposing a few courts so they can be specifically used for new people as part of the Come & Try Session
- Merge your existing club session with your Come & Try Session, meaning any new participants can meet, play with and get to know existing participants and members in a friendly, welcoming environment.

### **2. New session**

If you're looking to run a one-off, Come & Try session then you would need to source a venue, with availability on suitable day and time, with an appropriate number of courts.

**[Click here to register your Big Hit event](#)**