

OPEN DAY



Make the most of the increased exposure of badminton through the Olympic and Paralympic games by getting involved in 'The Big Hit' and delivering an Open Day.

What is an Open Day?

An Open Day is a day or event in which a badminton club invites members of the public to visit and take part in activities your badminton club delivers when they usually have restricted access.

What are the benefits of delivering an Open Day?

An Open Day is a great way to advertise your club, promote the sessions and activities you regularly deliver and attract new interest. Badminton activities delivered by clubs are usually restricted to 'members only', therefore, an Open Day enables to a wider range of individuals to attend and participate in fun activities who usually wouldn't take part.

How can we tie an Open Day into The Big Hit?

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

Other ideas:

- Coaching: if your club has a fully qualified coach, you could also offer group coaching, 1-to-1 coaching or just have your coach providing all participants with tips throughout the Open Day.
- Raffle: you could run a raffle throughout the Open Day to keep engagement high, and also raise some money for your beginners, or another good cause!
- Food & drink: some of you may also want to provide refreshments throughout the duration of the Open Day.
- Sign-up sheet: make sure you upsell your club membership, collect people's contact details and follow up with them afterwards to see if they're interested in joining your club!

What resources are available to support our club to deliver an Open Day?

Depending on your target audience, there are various Badminton England resources you can use to run a successful Open Day:

1. Racket Pack

Racket Pack is Badminton England's primary aged, focused initiative designed to deliver fun and engaging skill-based sessions, ensuring a positive first experience of badminton for 5–11-year-olds to learn to play. The Racket Pack content on the Badminton England Resource Hub will provide you with fun games, ideas and different festival formats that you can use to make your Open Day fun for u12's.

2. SmashUp!

SmashUp! is a social offer available to engage 12-to-16-year-olds in badminton, designed to create a fun and informal environment for young people by using music and informal game play. The SmashUp! content on the Badminton England Resource Hub will provide you with various game ideas you can use throughout your Open Day.

3. No Strings Badminton

No Strings Badminton is Badminton England's national participation programme offering low-cost, fun a pay and play sessions. It provides participants with a friendly and welcoming environment to play badminton, socialise and keep fit on their terms, and is fully inclusive and open to adult players of any age or ability.

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