



18th March 2009

London Irish Community Centre

www.getbritainactive.com

A one-day conference on
how to increase participation
in sport and active leisure
across all groups.





In one day and at one place you can listen to best practice case stories, exchange ideas, network and get inspired on how you can increase participation in sport and active leisure.

Attend this conference and learn

- How the Danish Volleyball Association got more than 22.000 children playing volleyball
- how the RFU attracted almost 10,000 adult players back into rugby union
- how a derelict building was converted into hugely successful urban sports centre
- about the opportunities that the Change4Life initiative represents
- how Yellowave beach sports centre has found the right mix of image, sport and social scene is crucial to success
- how Back2Netball is getting women back to the sport in Oldham
- overcoming work and family commitments
- how Sport Essex are setting the pace with the Get Back Into project



Delegates will also receive the Get Britain Active Memory stick, with the conference presentations, dozens of case-stories from across the UK and beyond and checklists on how to put this into action for yourself.

Conference fees

First delegate £130 + VAT = £152.75.

Further delegates from same organisation: £110 + VAT = £129.25

To book a place fill in the booking form or for more information please go to www.getbritainactive.com email svend@smnuk.com or call Svend on 01423 325 660.



Programme

- 9:00 Welcome and introduction
- 9:15 Kidsvolley in Denmark...a fairy tale
Peter Morell, Danish Volleyball Association
- 9:55 Go Play Rugby - the biggest ever player recruitment campaign
Andy Lees, Rugby Football Union
- Break
- 11:00 Adrenaline Alley - UK's most successful indoor centre for urban sport
Mandy Young, Found and Operations Director
- 11:40 Using lifestyle sports to get children and young people active
Gareth Dix, North Cornwall District Council
- 12:20 Change4Life - how to use it
John Ainsworth, Make Sport Fun
- Lunch
- 13:50 The Yellowwave Story – turning a love of beach sports into a business success
Katie Mintram and Alan Randall, Yellowwave
- 14:30 Back2Netball...getting former players back
Sarah-Jane Gray, Drake Associates
- 15:10 Get Back Into - encouraging adults back into sport
Alistair Russell, Sport Essex
- 16:00 Closing remarks
- 16:15 Networking



For full presentation and speaker details please go to www.getbritainactive.com

Booking Form

Personal details (Please complete in block capitals)

Title: _____

Name: _____

Organisation: _____

Position: _____

Address: _____

Postcode: _____

Telephone: _____

Email: _____



Seminar fees: Your conference fee includes refreshments, lunch and the Get Britain Active memory stick which contains all the speaker presentations plus dozens and dozens of case stories with innovative ways people are becoming active across Britain and beyond.

First delegate £130 + VAT = £152.75.

Subsequent delegates from the same organisation: £110 + VAT = £129.25.

Cheque: I enclose a cheque made payable to Sports Marketing Network to the value of £ _____

Invoice: Please invoice me to the value of £ _____

Purchase Order. If required please write the Purchase Order Number here: _____

Cancellation fees:

Any cancellation made prior to 7 days before the conference will receive a 50% refund.

Any cancellation made within 7 days of the conference will be charged full price. In both cases substitutions can be made.

All details correct at time of going to press but may be subject to change.

Please complete and return to:

Sports Marketing Network
5 Station Terrace
Boroughbridge
YO51 9BU
svend@smnuk.com
Tel: 01423 325 660

This conference is organised by

