

## **Preparation – before the event**

- Have you added your event to the CMS, and is it appearing correctly on the Experience Finder? If it's not, contact your [Regional Development Officer](#) for help
- Have you planned your marketing campaign? Download the Marketing Checklist from the [Aim for Paris Toolkit page](#) for a list of marketing suggestions
- Print off copies of the AfP Participant Form – download this from the [Aim for Paris Toolkit page](#)
- How will you manage the queues of people wanting to have a go?
- How can you cater for people with disabilities, and can they access everything on site?
- Have you completed a risk assessment for your event? If someone identifies additional hazards during the event, do you have someone to coordinate and communicate any changes needed?
- Do you have volunteers to help run the event, in a variety of roles?
  - Welcoming and registering participants
  - Putting on demonstrations
  - Helping participants shoot in the have-a-go area
  - A First Aider, just in case
  - Photographer or videographer
  - Someone providing refreshments and snacks
  - Plenty of club members to chat to participants as they wait
- Have you checked the equipment: is there enough and is it okay to use?

## **Preparation – day of the event**

- Do you have plenty of AfP Participant Forms ready? What about pens?
- Have you made all volunteers aware of any risks?
- Are there different targets you could use to introduce variety? Balloons, chocolate bars, 3D field targets, etc
- In case of high demand, is there someone who will coordinate bringing out more equipment?
- Do you have a soft archery kit for those not able to use a beginner's bow?
- Have you put up signage to help participants find the event, and is it clear?
  - How to find you
  - Where to park
  - Where to walk to the event
    - Where the toilets, refreshments and registration points are

## ***Event preparation checklist***

→ Have you got some shade from the sun/rain for waiting participants and volunteers?

→ Are any additional activities prepared, ready and staffed with a volunteer?

- Refreshments
- Tombola/raffle
- Beginner's course/taster event sign-ups

→ Can people book onto and pay for a taster day/beginner's course. If so, do you have a safe way to collect payment? If not, do you have information available about future courses?

### **Preparation – after the event**

→ How will you thank your volunteers? It doesn't have to be big, but a small thank you will go a long way

→ Have you thought about sending out a 'Thank You' email to all your participants? If you do, make sure to ask for feedback, and include a little more information about your club and any future courses or events you're running

→ Have you updated social media with photos from the event?

→ Have you sent an email to or met with the volunteers to discuss the event and get their feedback on how it went?

→ Have you filled out the AfP 2024 Event Participation Results and Feedback form?

→ Have you sent your event photos to your Regional Development Officer, so they can share them with AGB?