

## **2022-23 Website/publicity report – M Wray**

Throughout the year I've promoted the Club's activity programme – roller skiing and tuition in London and Cambridge, roller ski racing, on-snow trips, walks and other activities -through:

- Maintaining and updating the Club website - this showcases and provides information on the Club's future and recent activities to encourage involvement by members and those considering Nordic skiing. It acts as a reference point and virtual sales counter for Club membership, events, merchandise, and general information. It also provides information about other Nordic skiing activities in the UK, and overseas.
- Regular email updates and reminders to inform and encourage participation, 2-3 times a month to our mailing database of over 500 people via the free version of Mailchimp;
- Creating and managing events on the Ticket Tailor system to allow participants to book and, where necessary, pay for places as easily as possible and enable the Club to record attendance and process payments efficiently.
- Using the Club's Facebook page, which has over 600 'members' to publicise our activities more widely and encourage participation.
- Promoting our activities on 3<sup>rd</sup> party websites eg Snowsport England, London Sport to create awareness and encourage participation.

As part of the on-going review of LRNSC policies I've documented the policies and processes for the different elements outlined above that make up LRNSC communications.