



EUROPEAN GLIDING UNION

Representative Organisation of European Glider

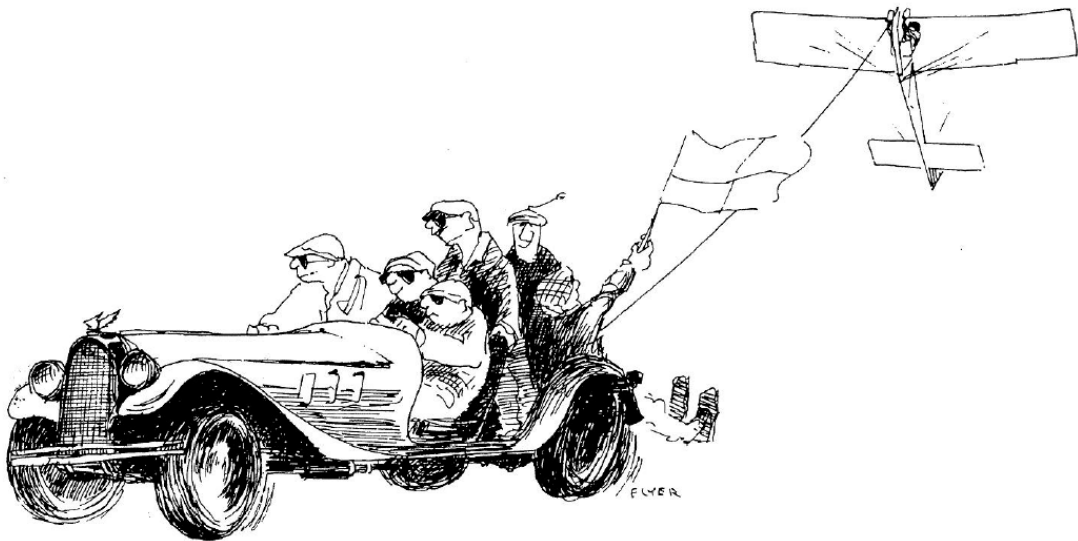
## Workshop

on

## Marketing, Club Development, Recruiting and Keeping Members

Amsterdam, Feb 24<sup>th</sup> 2012

# Invitation



You are hereby kindly invited to attend the EGU Workshop on Marketing, Club Development, Recruiting and Keeping Members

**On**                **Friday February 24<sup>th</sup> 2012 from 09:00 to 17:15 Hrs**

**At**                **Mercure Amsterdam Airport Hotel**

(The workshop is the day before the EGU Congress and at the same venue, see separate invitation)

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## Background

At the 2011 EGU Congress it was suggested by the British Gliding Association to organize a workshop on marketing, club development, recruiting, keeping members and associated topics. The decline in membership is the largest problem gliding is facing today. There has so far been no European forum for discussing this problem. The attending members were supporting this idea and the Board to take action. The EGU Board decided to organize the workshop adjacent to the 2012 Congress and early in the autumn a call for paper was sent out.

The programme is attached and as you can see it is a full day with time for discussions. The workshop shall also give a lot of scope for creating networks and exchanging ideas.

We hope to see not only EGU delegates attending the workshop but kindly invite specialists, all interested and especially the chairmen/presidents and officers active in the area of PR and promotion, of our gliding organizations.

## Registration

Coffee, refreshments and lunch is supplied free of charge by EGU. Therefore we ask you to register for the workshop. Please go to [WWW.XXXXXXXXXX.XXXX](http://WWW.XXXXXXXXXX.XXXX) and fill out the registration form **not later than February 10th**.

Participants who need overnight accommodation, please follow the instructions given for the annual Congress Meeting.

## Proceedings

EGU plans to produce a small booklet with all the papers and documents. It will be available on the EGU website and will also be distributed via e-mail to all participants of the workshop, gliding federations, NAC's, etc.

## More information

If you need more information, please contact Robert Danewid at [robert.danewid@gmail.com](mailto:robert.danewid@gmail.com)

Looking forward to meet you in Amsterdam.

Best Regards

Patrick Pauwels  
President  
European Gliding Union