

VOLUNTEERS' PRO MANUAL



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SECTION 1: THE CAMPING AND CARAVANNING CLUB



The Camping and Caravanning Club is the world's oldest and largest Club for all forms of camping. We're a not-for-profit organisation that provides good quality, affordable camping to nearly 600,000 members. The Club's fundamental aim is to protect and further the interests of campers in various ways, and to promote enjoyment and care of the countryside. The money we make goes back into our services and facilities for members, not to shareholders. The Club also runs and manages 16 Camping in the Forest touring Sites.

Our mission is about championing those very beliefs that were held by our founder Thomas Hiram Holding. It's a truer kind of wealth, which isn't about how much stuff you've got, it's about how happy you feel. It's the richness of mind, body and soul that a camping holiday provides like no other break can. We help campers spend quality time with the people that matter the most, and provide the backdrop for life's most memorable experiences.

WHAT THE CLUB OFFERS ITS MEMBERS:

- Members' rates at Club Sites, plus access to Certificated Sites and Temporary Holiday Sites
- European Travel Service and Worldwide Motorhoming holidays – offering campsites, escorted tours, ferry crossings and much more...
- Financial products and services such as insurance and breakdown cover tailored to campers
- A monthly magazine, plus the SiteSeeker campsite directory
- Free technical advice
- Membership of local District Associations and Special Interest Sections

...And lots more!

OUR VISION IS TO HAVE HIGHLY SATISFIED MEMBERS. IF OUR MEMBERS ARE HIGHLY SATISFIED WITH THEIR EXPERIENCE OF THE CLUB, WE'LL ACHIEVE:

- Higher retention of existing members
- Growth by attracting new members
- Increased take up of products and services, particularly on sites

HOW WE COMMUNICATE WITH MEMBERS:

- The monthly Club magazine – Camping & Caravanning
- The Club's website
- Social Media (Facebook, Twitter, YouTube, Google+, Instagram and the Club Forum)
- SiteSeeker campsite directory
- eNewsletter
- Advertising
- Sites
- Joining packs

A Club brand booklet is available to download within the Voluntary Officers Area of the Club website and contains all the information you need on the fonts and colours used in Club marketing materials, plus key messages and notes on our tone and style.

SECTION 2: PUBLIC RELATIONS



WHAT IS PR? (GENERAL OVERVIEW)

The Chartered Institute of Public Relations, Europe's largest PR institute, says:

"Public relations is about reputation - the result of what you do, what you say and what others say about you. Public relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics."

Everything you say or do in front of your customers, the media or the general public is PR.

WHY IS PR IMPORTANT?

A good reputation can help our organisation to build public trust, command greater industry respect, foster a sense of 'community' or shared values and attract more members. If we can promote our reputation, excellent products and long-standing experience as an organisation, we will keep our existing members too.

WHAT CAN GOOD PR ACHIEVE?

- Show off your product or service
- Create more public interest in your product or service, maintain that interest and drive sales
- Get you some recognition for your hard work on a project
- Improve relationships with local businesses and the media
- Build a sense of identity for your organisation

BUT A BIT OF BAD PR CAN...

- Destroy hard-earned reputations
- Put customers off
- Turn the media against you
- Spoil links and friendships with local businesses
- Make your organisation look unprofessional

SECTION 3: PUBLIC RELATIONS AT THE CLUB

(INFORMATION ON KEY PROMOTIONAL PLATFORMS USED BY THE PR TEAM)



Maintaining the Club's public profile involves running many different projects at the same time. The Communications and Publications departments may be producing a magazine, writing several press releases, planning or putting on an event, staffing a show stand, putting merchandise into dealers' showrooms and appearing on the radio and/or television all at the same time. That's why the help of volunteers and a PR team is needed.

THE COMMUNICATIONS TEAM'S JOB

To grab and hold the attention of non-members, potential new members, other organisations and the media. The Communications team at HQ organises:

- Stands at shows
- Strategic Partnerships
- Industry Relations and events and awards ceremonies
- Content for the main Club website and e-communications
- Press releases and specialist press coverage
- Advertising and merchandising (such as posters and flyers at outdoor shops or camping equipment dealerships)
- Radio, TV, magazine and newspaper coverage
- Social Media
- Member advocacy

No matter who they're being seen by and where, these materials always need to promote our core values – exploring new places, enjoying the outdoors, promoting all aspects of camping and being friendly.

HELP! I'VE JUST STARTED WORKING WITH THE CLUB, WHAT DO I DO NOW?

Don't panic! Our HQ team are trained to deal with all the Club's Communications activities. In all circumstances where media relations or press releases are called for, you should first call the Communications department on 024 7647 5291.

From time to time, the Club's Communications department may require local campers to participate in regional media interviews. The Club will contact you directly if they require your help.

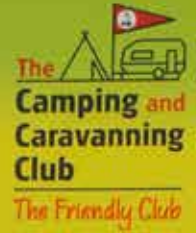
All Region & Section PROs will also receive a quarterly electronic version of PRO News & Views keeping them up-to-date with all Club activities and campaigns. These PROs are then responsible for disseminating the information to all DA and Area Section PROs. These will also be accessible via the exclusive Voluntary Officers area of the Club website (www.voluntaryofficers.co.uk).

SECTION 4: EXHIBITIONS

THE CLUB'S PURPOSE FOR EXHIBITING

1. Increase brand awareness of the Club and its product range to campers
2. New member recruitment
3. Support member retention by reinforcing the benefits of the Club
4. Increase awareness and sales of Club products and service to existing members
5. Drive member and non-member campers to choose one of the Club's many camping options
6. Collect member and non-member data for future marketing purposes

To ensure we achieve our purpose for exhibiting, all show activity, including pre-show marketing, stand design and post-show activity will fit under three main show themes – these are 'Make the most of your Membership', 'Join Today' and 'Camp with the Club'.



SECTION 4: EXHIBITIONS



CHOOSING THE RIGHT EVENT

When choosing which events to exhibit at, the Communications team considers a number of criteria including visitor profile, expected visitor numbers, location, show content and previous results such as recruitment figures, cost and return on investment (ROI).

The shows we choose to support will fit into one of the following three categories:



TIER 1 SHOWS

These shows are large caravan, motorhome and camping shows held at big exhibition venues. An example of a Tier 1 show is the Motorhome & Caravan Show at the NEC every October. The Club has a purpose-built stand which can measure over 250 sqm. A good relationship with the show organiser is always created and in return for stand space and feature content the Club promotes show activity and discounted show tickets to its members.

Recruitment is paramount at these shows but there is also a high number of existing members who visit these shows (approximately 30%) so an exclusive Members' Area now forms part of the stand design. This gives Club product specialists the chance to up-sell Club products and services under the theme of 'Make the most of your Membership'.

Voluntary officers and HQ staff work together to run Tier 1 shows.

TIER 2 SHOWS

These are also caravan and motorhome shows but tend to have much smaller visitor numbers. They usually take place outdoors and are run over a weekend. The Club has a dedicated exhibition show trailer with wifi capability for this purpose. The Events Team Manager would be asked to stand manage at the show in question, but HQ staff would book the space, order the literature and bring the stock. On occasions, HQ specialist staff would be asked to assist on the stand, such as European and Worldwide Travel Service.

In previous years, recruitment was the main objective for these shows but fieldwork research has shown that 85% of the visitors are already members of the Club. This is why it is important for the staff on the stand to inform the visitors of ways they can 'make the most of their Membership', like selling the idea of Club Care Insurance or encouraging members to camp on our sites.

SECTION 4: EXHIBITIONS



TIER 3 SHOWS

These are special interest shows or festivals. We know that non-member campers tend to visit non-camping related shows in their spare time. These include county/ agriculture, sports, food, vintage car, gardening, travel shows and music festivals. We will take a brand activation stand to these shows, designed to bring the joys of camping and caravanning to life in an interactive way, with a secondary message of 'Join Today' and 'Camp with the Club'. The visitors to these shows may camp regularly but are not aware of the Club and what it can offer them.

HQ staff will run these events and they will change every couple of years to ensure we always reach a new audience.

OBJECTIVES, TARGETS AND TACTICS (PRE/POST MARKETING + DATA CAPTURE)

When the Club exhibits at an event, we don't just plan for the days that the event takes place, we develop a targeted pre and post show communications plan. Pre-show marketing to our members via the Club magazine, e-newsletters and direct mail ensure that our members get the best event ticket price and give us an opportunity to talk to members about 'Making the most of their Membership'. At the event itself, we ensure that the stand design stays within official Club brand guidelines, that we have the opportunity to collect member and non-member data and that the staff are briefed and trained on how to represent the Club and sell Club products and services.

It doesn't end there, once the show has finished, we can continue to communicate with members and non-member via the data we have collected on the stand.

Once all the activity has taken place, the Club will evaluate the success of the event, which is why it is important that we set achievable objectives and targets.

SECTION 5: YOUR CLUB STAND

All Club Stands are designed following the Club's official brand guidelines. The structure and implementation of the stand will change depending on the tier category the event sits in and the venue.



SECTION 5: YOUR CLUB STAND



TIER 1 SHOWS

Above is an example of a Tier 1 Show Stand.

It is designed and built by professional stand contractors and will usually include the following elements:

- Large open area used to recruit new members and communicate the Club's brand
- A Members' Area
- Reception for greeting members and non-members; this also acts as an administration point
- A kitchen/break room is built in as well as store cupboard
- Worldwide Motorhoming Holidays presentations tend to take place either on the Club stand or in a separate space close to the main stand

We often support the Tier 1 Shows with additional feature activity. Examples of this type of activity include:

- The Club's Towing Experience – If a show visitor has never towed before or would like the advice of a Club Manoeuvring Course Instructor, they can take advantage of a free 15-minute towing session
- Sponsorship of a zone or activity at the show

Approximately 30% of the show visitors to a Tier 1 event will be members.

SECTION 5: YOUR CLUB STAND



Tier 2 Show Stand



Tier 3 Show Stand

TIER 2 AND 3 SHOWS

Above is an example of a Tier 2 and 3 Show Stand.

The format for these events will vary depending on the type of show, location and venue. Generally the Club will use either its exhibition unit, Club branded marquees or a shell scheme structure provided by the event organiser.

The Exhibition Unit: This is pictured in the Tier 2 show stand image above.

The unit contractors deliver and set up the unit; it is delivered with all the literature and stationery you need to run the event and contains the following:

- Store area and small kitchen area
- Wifi unit for recruiting via iPads
- Covered space for recruiting new members or talking with existing members
- Literature displays
- Ramp for disabled access

We would expect nearly 85% of the visitors to most Tier 2 shows to already be members and we adapt the messaging on the stand to reflect this. Tier 3 shows will generally be the opposite; most visitors will be non-members.

SECTION 5: YOUR CLUB STAND



DEALER DAYS

If a PRO wishes to attend a dealer day they would usually arrange the space with the dealership directly. The Region/Section PRO contacts HQ with the details and a delivery of stock is arranged. The stock will include:

- Full range of current Club literature
- Joining literature (free campsite guide)
- Promotional items

To recruit a new member at a dealer day, the PRO would use the dealer's coded joining forms, this way the dealer still earns commission.

SECTION 6: GENERAL SHOW INFORMATION



EXPENSES

The Club will refund expenses incurred when working on a stand and it is recognised that stand workers always do their best to keep costs to a minimum. Claim forms are usually available from the Stand Manager. Voluntary Officers can claim mileage to and from a show at 45p per mile. Please refer to Green Paper 2.2 for other expenses information.

Please ensure that wherever possible you send your VAT receipts with your claim form.

UNIFORM

All stand workers must wear the Club official show uniform which would be distributed to them before any show activity begins. Voluntary officers should not wear any other Club uniform on the stand.

The HQ events team will inform all voluntary officers if any changes are made to the uniform.

Please remember that the uniform is only to be worn for official Club use when working on the Club's exhibition stands.

VOLUNTARY OFFICER EVENTS TEAM

The success of any event is 80% dependent on the hard work of staff working on the stand. To ensure we have the best people for the job, we work with the Region/Section PROs to recruit volunteers who meet the criteria set-out in the Events Team job descriptions. We then work with these voluntary officers to ensure that they are trained and receive regular updates on Club activity. The job descriptions for these roles are available from your respective Region/Section PRO.

NOTES

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

NOTES

SECTION 4: GET IN TOUCH



For all PR enquiries, please contact
Communications & PR Executive Andy Robson
on **024 7647 5291** or
email: andrew.robson@thefriendlyclub.co.uk

For all events enquiries, please contact
Events Executive Kirsty Viney
on **024 7647 5212** or
email: kirsty.viney@thefriendlyclub.co.uk

www.campingandcaravanningclub.co.uk

www.voluntaryofficers.co.uk

www.myccc.co.uk/mediacentre