

MAXIMISING YOUR FRESHER'S FAIR

HOW TO MAXIMISE YOUR FRESHER'S FAIR & RECRUIT THE RIGHT PEOPLE!

The fresher's fair period is the ideal time to capitalise on hundreds of new, keen students looking to try something new. As a team, this is your first chance to make a positive impression and how you approach this can set you up for the rest of the season.

PREPARING FOR FRESHER'S

Communicate as a team, you should already have an idea of returning players for next year, so get them involved and share ideas and duties. Have you also **COMMUNICATED WITH YOUR AU** for details? Do you know where your fair will be? Do you know where you will be located? Are there opportunities to use an outside space to pass a ball around? It's a good idea to know the format, which will in turn help you to prepare effectively.

Top Tip: speak to your AU, can you get a better stand position from simply asking?

WHAT'S YOUR STAND GOING TO LOOK LIKE?

Think about the image you're going to give off? What would appeal to you? Spending a bit of time on your stand to give a professional image can make all the difference. Use of a laptop is crucial for accurate sign up information and running video clips to visualise the game. Your regional steering group meeting will also be able to provide stash (previous years have seen posters, sun glasses and posters provided) but here's your chance to **BE CREATIVE** and show off your team, why are you unique? Can you include photos/ videos of your team playing or at social events?



Ask yourself: Does our stand, stand out? Would it attract me to Rugby League?



WHO'S STAFFING YOUR STAND?

Having a strong team presence is essential, but all your players need to know what they are there for. Simple things like making sure all the players **ARRIVE ON TIME** and in playing kit are a good start, from there give each player a separate role, are they to man the stand or walk around the room/ outside promoting the team? You can easily rotate over the course of the day. Make sure your guys look like they want to be there, image is everything.

Ask yourself: Are our players welcoming and make new players think, there's a group I could get on with?



WHO SHOULD WE APPROACH?

Did you know around two thirds of University Rugby League players haven't played the game before? If you look around your team, there will no doubt be a large number who experienced Rugby League for the first time when they joined your team. So don't just dismiss someone if they've not played Rugby League before. **ENGAGE IN CONVERSATIONS**, ask open questions, what are they interested in? Learn more about the potential players, they could be suited to your team without them, or you even realising.

Ask yourself: If I'm a nervous fresher, what type of conversation would attract me to the sport? What would be a good icebreaker?

WHAT ARE WE GIVING OUT TO NEW PLAYERS?

Fresher's get so much free stuff and pieces of paper that information you give can easily get lost. Whatever you're going to give out, make sure it's **CLEAR, CONCISE AND TO THE POINT**. It also needs to be clear that it's Rugby League. Essential elements to include are a couple of key contacts, mobile numbers are the best, but include an email address as well. You can highlight when your first training session is and what makes your team unique.

Ask yourself: Is the information I'm giving out clear and easy to follow? Will it appeal to a brand new player?

FRESHER'S STAND CHECKLIST, HAVE YOU COMPLETED THE FOLLOWING?

Date and location of fair known	Start time of fair confirmed
Stand location agreed with AU	Players to attend confirmed
Laptop sourced for the fair	Kit players to wear clean and located
Sign up template created for laptop	Promotional materials to hand out produced Including Twitter & Facebook information
Stash collected from the Steering group meeting	Team photos printed

FRESHER'S FAIR GOLDEN POINT!

How you thought about running a team event in the evening of your Fresher's Fair? How about a BBQ? Or even a training session or social game of Touch Rugby? Be the first out of the blocks and have something your new players can get involved with straight away!

If you need any support or further help and advice, contact your Regional Education Officer.

RFL EDUCATION OFFICER CONTACTS

North West and North East - Peter Brooke, peter.brooke@rfl.uk.com
 South East, South West and Wales - Stephen Guan, Stephen.guan@rfl.uk.com
 Yorkshire and the Midlands - Adam Hughes, adam.hughes@rfl.co.uk