

Communications for Archery Ireland events

Communications for Archery Ireland events are broken down into 3 sections;

1. Before the event - calendar entry and notifications
2. During the event - Facebook updates and tweets
3. After the event - news article and summary of results

Before the event - calendar entry and notifications

In order to improve notification for events we are standardising the format for event notifications and calendar entries.

While many clubs are advertising their events on club Facebook accounts etc. (and should continue to do so) often the details are only sent to Archery Ireland at the last minute.

The following details will be required for all Archery Ireland shoot events. Details should be sent to communications@archery.ie and to competitions@archery.ie as they are decided/confirmed, no later than **1 month** before the event is due to be held.

For example: If you have booked your venue 3 months in advance but have not decided on other details, inform communications@archery.ie and competitions@archery.ie of the venue. That way we can keep people as informed as possible allowing people time to make arrangements for accommodation etc in advance.

If for any reason there is a change to the details sent please let us know ASAP. This will allow us to notify members of the change as soon as possible allowing Archery Ireland members to better plan and attend your event.

The following details are required to adequately inform our members;

1. General Information
 - 1.1. Club name
 - 1.2. Event name – just what the event is called Irish open, Halloween shoot etc
 - 1.3. Event format – 1440 Round, Double 1440 Round, FITA 18, Double FITA 18, head to head etc
 - 1.4. Event categories – what categories will be catered for Masters, seniors, cadets etc
 - 1.5. Event dates
 - 1.6. Event fees
 - 1.7. Dress Code
2. Timetable for the event
 - 2.1. Practice and Registration
 - 2.2. Equipment Inspection
 - 2.3. Start shooting
 - 2.4. Event Finishes
3. Location
 - 3.1. Event address – address where the event will be held
 - 3.2. Event GPS – GPS coordinates for the event. These can be found using Google Maps, right click the location and select “what’s here?” the coordinates will appear in the search bar
4. Event enquires contact details – contact details for whoever will answer general questions about the event
 - 4.1. Name
 - 4.2. E-mail
 - 4.3. Telephone - specify any limitations e.g. No private numbers, no calls before 6pm etc
 - 4.4. Entrants Details Required

- 4.5. Payment methods accepted – specify what payments will be accepted
- 4.6. Entries Opening Date
- 4.7. Entries Closing Date
- 4.8. Other Information

Entrants details reExample

INFORMATION	
Club Name	Athboy Archery
Event Title	Summer Shoot
Event Format	Saturday 14 th 1440 Round, Sunday 15 th 72 arrow qualifier and head to head
Event Categories	Masters, seniors, cadets, juniors. Recurve, compound and barebow
Event Dates	14/5/2012 -15/5/2012
Event Fees	1 day €15, 2 day €25
Dress Code	Club colours or Whites, no Jeans allowed
<u>Timetable</u>	
Practice and Registration	SAT: 9:00 am SUN: 9:00 am
Equipment Inspection	SAT: 9:30 am SUN: 9:00 am
Start Shooting	SAT: 10:00 am SUN: 9:30 am
Proposed Event Finish	SAT 6:00 pm SUN: 6:00 pm
<u>Location</u>	
Event Address	Athboy Archery Club Cloran Road, Athboy, Meath,
Event GPS	53.622083,-6.926403
<u>Event Enquiry Details</u>	
Name	Jimmy Smith
E-mail	Jimmy@gmail.com
Telephone	087-123456 call only after 7 pm, no private numbers please.
Entrants Details Required	Name, Archery Ireland membership number, Club, Category
Payment Methods	Paypal, bank transfer, pay on the day
Entries Opening Date	1/5/2014
Entries Closing Date	13/5/2014
Other Information	Entrants are advised to wear adequate footwear as

Template

INFORMATION	
Club Name	
Event Title	
Event Format	
Event Categories	
Event Dates	

Event Fees	
Dress Code	
<u>Timetable</u>	
Practice and Registration	
Equipment Inspection	
Start Shooting	
Proposed Event Finish	
<u>Location</u>	
Event Address	
Event GPS	
<u>Event Enquiry Details</u>	
Name	
E-mail	
Telephone	
Entrants Details Required	
Payment Methods	
Entries Opening Date	
Entries Closing Date	
Other Information	

During the event - Facebook updates, tweets and Instagram

It is requested that 3 updates be sent to the communications secretary during the event.

Ideally one in the morning before the event starts, one at lunch time and one after the day's activities finish. Templates for these updates are attached with this document.

It is hoped that by informing members on Facebook and Twitter and Instagram we will be able to generate more interest in attending events and the sport in general.

Remember to add @ArcheryIreland to your tweets and tag archery_ireland in your Instagram pictures

After the event - news article and summary of results

In order to promote Archery in Ireland you will be required to submit a short news article and a summary of results no later than 5 days after the event. This is to help facilitate the promotion of archery and also will be used to promote your next archery event by reminding everyone of your previous event.

As part of your news article it is required that you submit at least one photograph. It is preferred that this photograph is in landscape format and has a ratio of 4 x 6.

A template is attached for the news articles. Scores should be submitted in the Ianseo format (compulsory system for scoring Archery Ireland events).