

Tips to run a great launch



Guidelines

- Try to hold a launch event during November
- Approach the launch with confidence
- At this stage, assume we are definitely going ahead
- Aim to encourage everyone to attend
- The event will only take place if everyone's safety is guaranteed
- Don't forget, events are a great way to retain and attract youth

Roles (prior and during the event)

Try to spread the roles around rather than let one adult do everything

- Speaker: The best presenter from your adult leaders will bring enthusiasm and experience
- Organiser: To send out the invitation, manage RSVPs, follow up families who don't respond
- Set up: To tidy up the Hall or Den, put up AJ2022 posters, set up seats, arrange a projector, speakers, screen, hand out posters to the youth members
- Technical: To assist with technology during presentations
- Catering: To make sure there are refreshments on hand
- Youth: find some young people who have attended in the past and can talk about their experience

Actions (after the event)

- Send thanks to those who attended and reminders to register online: <https://www.aj2022.com.au/eoi>
- Encourage families to check out the NSW website: <https://www.nsw.scouts.com.au/aj2022/>
- Get everyone to sign the poster in your Hall or Den
- Check out the NSW Facebook and Instagram pages and share posts to your Group pages

Other resources

FAQs online: <https://www.nsw.scouts.com.au/aj2022/aj2022-faqs/>

Eligibility: <https://www.nsw.scouts.com.au/aj2022/eligibility-and-how-to-apply/>

Facebook page: <https://www.facebook.com/NSWContingentAJ2022/>

Instagram page: <https://www.instagram.com/nswcontingentaj2022/>

Ask a question: nsw.contingent@nsw.scouts.com.au