



NATIONAL ALL STAR CHEER & DANCE DAY 2020 POST-EVENT CHECKLIST

- **Capture Information** - of new attendees the day of your event
 - Do you have a dedicated staff specific to making sure that each guest is welcomed and ensuring that their contact information is recorded?
- **Giveaway** – item(s) to new attendees
 - Are you going to give each new attendee a free class card or something similar to allow them to try your program for a day?
- **Thank Guests** – and invite them back
 - When and how are you going to contact guests to thank them for attending NASCDD and invite them back to your program?
- **Program Options** – for new athletes
 - Do you have multiple options for new athletes to participate in your program at various commitment levels?
 - Fundamentals, Novice, Prep
 - Another type of short-term commitment
- **Registration is key** – the athletes love NASCDD and will want to pursue All Star
 - Consider starting a FUNdamentals class within a few weeks of your event to introduce new athletes to All Star! This is the perfect time to start a 12-week session that concludes with a showcase prior to the holidays.

