

PRO Report to BKA AGM

Website

The website was migrated last year from a 'Wiki' back end to Wordpress. This has given us much greater control over the format of the sight and a greater range of functionality. Visitor numbers have risen by about 30% over the last year and a half or so, and we are now averaging 337 visits a day. 60% of visitors are returning and the remaining 40% are new. 50% of traffic comes from Google, 24% comes direct, and then lots of sources deliver the remaining hits with Kendo World being the 3rd largest supplying only 1.7% of visitors.

There is still much more we can do with the site, but we have worked hard to improve functionality and content. Many people have assisted with this and I would like to thank them all for their contributions.

BKA Newsletter “News Online”

I wrote and designed a new edition of the BKA newsletter. This was distributed in November with the BKA membership renewals.

Media Enquiries

I have added a press pack of guidelines on how to use the media to the website Resources section (borrowed from Sport England). There has not been much happening on the media front this year. My time has been drawn increasingly into running the website, reducing pro-active media relations activity and there have been relatively few enquiries to respond to.

The Future

I have been PRO since 2006 and am stepping down this year to work on other projects. There is lots that I would like to have been able to do and which I have been unable to achieve either for time or budgetary reasons. A few ideas I would like to throw into the pot for future discussions are:

- **Leaflets & Posters** - pro forma artwork on website for download and use by dojo
- **Online Photo and Image file** - again for use as raw materials for dojo publicity and for media
- **Exhibition Stands / Pop Up Banners** - for loan to clubs for use at demonstrations
- **Branded Apparel** - available from BKA website e.g. via www.spreadshirt.net



- **Media Relations**

- Most UK 'Martial arts' media not really of interest? Eg they are all about “Fists of Fury” stuff...
- Local media stories covering competition winners, dojo membership joining UK squad etc possible (but, on past evidence, not easy to produce in a timely manner....)
- Occasional enquiries from media such as Men's Fitness – focus tends to be 'unusual sports'
- So, perhaps we should do PR campaigns targeting specific audiences with press friendly activities (a "National Budo Day" or a long campaign with all Bu perhaps targeting one group – eg kids)

It would make most sense to target publicity campaigns and recruitment campaigns at the same time – e.g. With a 1 or 2 year focus on recruiting kids, we could:

- Set up a section of the website for kids and a section for parents
- Hold a series of workshops to engage dojo leaders and discuss the challenges of recruiting kids (how to teach them, CRB issues etc)
- Develop a pack of tools and guidelines, including case studies and recruitment ideas for dojo leaders to use
- Print recruitment leaflets aimed at kids and parents
- Hold a national kids seminar and taikai – eg “Kendo/Iai/Jodo Camp”
- Ask existing kendo kids to act as media ambassadors and target kids/teens media with offers of interviews (Blue Peter?)
- Seek funding from Sport England to support the campaign