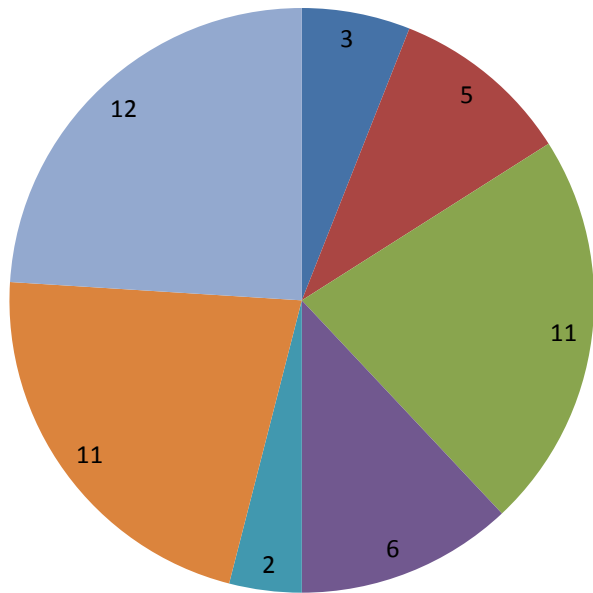


Feedback

Help on Marketing



■ Marketing Help.

■ Juniors

■ Promotional Material

■ National promotion

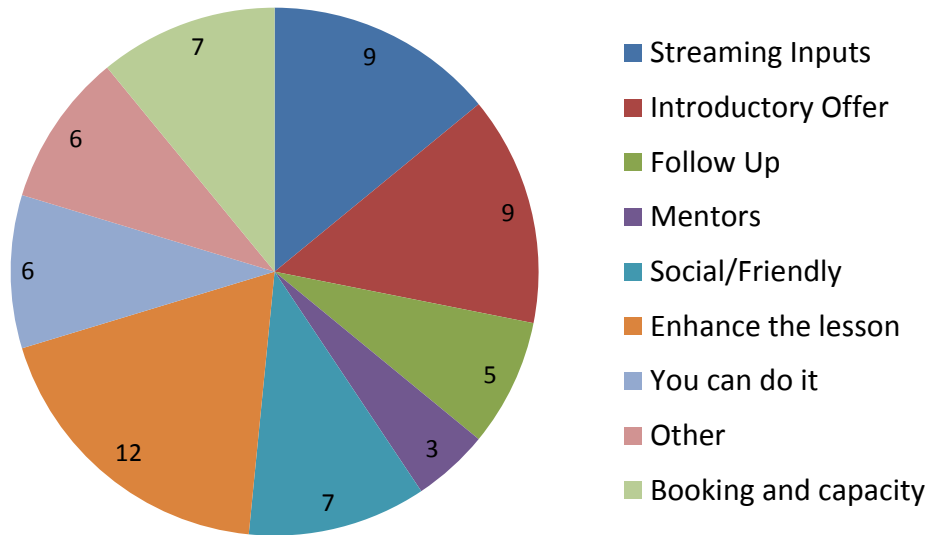
■ Website

■ Setting right
Expectation

■ Other

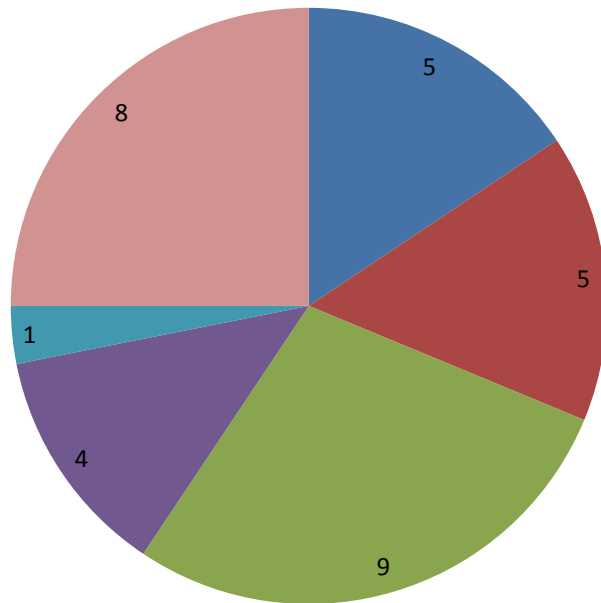
- Video Materials
- Presentation material
- Targeting aviation

Converting Trial Lessons



- Enhancement one club converted 20 to members !
- Identify potential members and focus in on them
- Enhance the experience
- Copy the French

License Conversion



- Clear communication
- Champions
- Workshops
- FAQ Database
- False Info
- Cost
- Medicals
- Other

- Still lots of questions on information
- Workshops and local guru's seems most favour approach