

# Facilitated Discussion Groups – Marketing

## Feedback

### QUESTION 1

#### What BGA support does your club need and want?

1. Dummies Guide to marketing
2. Aimed at young people
3. School liaison
4. What is gliding
5. Links between BGA & club websites
6. Road show for smaller clubs
7. Presentation front end
8. Grand Prix type coverage
9. Access to a library of photos and videos free to use and communicated
10. Professional looking video produced by BGA
11. Encouraging people to contribute
12. Guidance
  - How best to promote what messages (tied in with BGA produced video and materials)
13. A “This is Gliding” video
14. Exhilarating needs to be balanced to set expectations
15. A typical day at gliding clubs
16. Pushing social side of gliding, eg. BBQs and chatting
17. Video round Junior Gliding
  - Young people being involved
  - TNG type video clubs can use to show at local school, colleges, youth groups
18. Library of clubs by activity/specialisation/relevance
19. A patron who still flies, eg. Bear Grylls “I follow the bear”
20. Gifts
  - Clubs doing individually
  - Can/does the BGA talk to gift organisations, eg. Virgin, Into The Blue, etc.
  - Can the BGA negotiate en masse?
21. Instructors filling in logbooks at trial lessons and printed material
22. Working with local groups on a regular basis
23. Getting gliding into the aviation magazines and general magazines
24. Websites/sales websites
25. Experts from other clubs to come and help
  - Description of open days
26. Leadership of BGA in differentiating sort of people who will come into gliding
  - market segmentation
  - Sell how ‘easy’ it is to glide
  - Critical mass – national members rather than individual clubs
27. National coverage (“What gliding is”)
28. Poaching from other airports, eg. Hang gliding, power, model

29. Contacts with other local airsport clubs, etc.
30. Wider awareness
  - Useful facts
  - Everyman vs elites
  - Affordability – reality vs appearance
31. Secret shopper
32. Assist in replicating good ideas but accept that clubs are very different
33. Set realistic expectations
  - Not just racy white gliders
  - Also vintage, local, etc.
34. Need expert marketing advice on filling the gap between juniors and retirees
35. Product focus for club implementation
36. EASA assistance is vital (also other regulatory issues)
37. Better support to build relationships with Air Cadet Organisation

## QUESTION 2

### **How does your club convert trial lessons?**

1. Groupon type less likely to convert
2. 3 months membership
  - promote
3. Spotting potential converts
  - de-brief
  - whole experience
4. Follow up on trial lesson
5. Rapid progress is possible
6. It is achievable
7. Buddy system
  - mentoring
8. Make club more sociable/open
9. Incentives on membership
10. Make sure they get a good experience
11. Feedback
12. Membership pack
13. Checklist – Yvonne
14. De-briefing
  - Instructor sitting down offering training card
  - Inviting them to learn CBSIFTCBE for next time
15. 3 months membership (usually come back towards the end)
  - Fly at club rates
  - 1 month
  - Come back sooner (fly at club rates)
16. Card designed specifically
  - Give card, logbook (6 spaces) (instructor signs), ideas about gliding, types of membership and costs
17. Take photo (Facebook)
  - Ask them to post on Facebook too
18. Take e-mail address and follow up
  - Membership secretary to write letter reminding about membership and costs
19. Open days (August to late May) – 3 months membership goes over the summer
20. Open day signage locally and at the roadside
21. Editorial (fills page)
22. Keeping trial lessons in proportion
23. After open day have more instructors including instructor capacity to cater for returners
24. Electronic booking for trial lessons
25. Trial lessons having a time and day
26. Booking for club flying
27. Getting involved fairly early on (“What can you offer the club?”)
28. Introduction to gliding
  - Daily briefing (expect people to be there)
29. Training lectures after briefing

30. Driving at 15
31. Identifying people who are pilots and follow up
32. TALK TO PEOPLE AND SMILE!!!
33. Trial lesson cossetting (false shop window)
  - Commitment to full days gliding
34. Structure of flying days, eg. Site checks only early/late in day
  - Allocation of one 2-seater to basic training (others do trial lesson checks, etc.)
  - Post solo syllabus
  - Mention of Aim Higher programme – clubs not aware of it
35. Need help for clubs from BGA for post-solo, EASA licensing and qualification for license
36. BGA help with syllabus to license (post-solo)
37. Get 'just qualified' pilots to look after new members
38. Please can we learn those French lessons?
39. Linking expectations
  - Trial lesson pupil vs normal pupil
40. Segment market
  - Trial lesson – joy ride or one day course or another course?
41. Mentors
42. Follow-up trial lesson customers by e-mail
43. Focus on courses
44. Triage on participants
  - Thrill seekers (no effort) vs prospective students (lots of effort)
45. NOTE – even thrill seekers can recruit others
46. Need better metrics : What is a conversion?

### **QUESTION 3**

#### **How is your club supporting members through FCL conversion?**

1. Clear, consistent message
2. Appoint a champion
3. Some FAQs on forms received by BGA
4. Workshops
5. Download latest forms
6. Information
  - Not many have read it
7. Medicals
  - Cost is an issue or is it?
  - Perception is an issue
8. Club workshops/clinics
  - People come in with log books
  - They will get advice on what to do and how to do it
  - Got to take them individually
9. CFI calling membership together to increase understanding
10. Create a folder which gathers together physical and web-based information
11. Human touch
  - Have a licensing champion/guru
12. Club discount in local areas publicised through Google group
13. A process that works for own club
14. Look at getting more straightforward pilots through early
15. Post AGM clinic
16. Are we all re-inventing the wheel (there is the step by step guide)
17. What are the French and Germans doing?
18. Pay (paid) professional CFI to do process vs members can do it on their own
19. Tug pilots doing it first and encouraging BGA members to do it next
20. Winter lectures on the process
21. Presentation on process, etc. at AGM and follow-up general group sessions for doing procedures
22. Get relationship with local GP to look after members at favourable rates in exchange for GP having club membership and reduced rate flying
23. Links for club website to BGA information
24. Evening meetings to discuss and help people through the process
25. BGA could ask clubs for templates on specific topics (eg. Operational stuff and various aspects of management)
26. Still confused
  - So confused that the free market price is £45
  - Advice is simple once you find it
  - Pro-actively sending conversion form and notes to every glider pilot
  - Cloud flying issues
27. BGA could encourage GP uptake
28. Need better guidance on LAPL(S) vs SPL

29. Concern about losses to gliding where conversion perceived to be unattractive
30. Note that 'how-I-dunnit' accounts on conversion experience may actually deter others
31. Beyond FCL
  - Concern about inspectors- could we co-operate with LAA on courses for repair techniques?
32. Real concern about costs of instructor training.