

NATIONAL WOMEN'S GO GLIDING WEEKEND - CLUB GUIDANCE

Here's some suggested guidance to help any gliding club organise its Women's Go Gliding event over the weekend of the 27th and 28th of April.

Preparing for the event

We suggest clubs are ready to advertise their event no later than Friday 8th March.

Identify a 'project' lead.

Agree (with the committee) an attractive (special offer) price including all membership opportunities that your club has to offer to women who participate in your event.

Ensure there's a system for promoting and capturing interest in your event and doing something with it. You could provide a QR code to your website info and ask people to post using #womengliding

In promoting your event, try to use pictures (with permission) of a diverse range of people smiling while taking part gliding at your club.

Be ready to respond to media inquiries; if you have a women's ambassador, they may be able to lead on this.

Ensure you have sufficient volunteers for the day to help ensure the smooth running of the event and show gliding in a positive light. Try to especially to ensure that you have some women club members involved.

Book/organise the gliders and launch capacity for the event.

Try to ensure that participants come dressed for being on the airfield, ie clothing suitable to keep the wind out and ideally trousers for flying.

The event weekend

As most people will not want to be around all day, on the day of the event, clubs may want to have two registration/welcome sessions, e.g. one in the morning and one in the afternoon.

Make it obvious where to park and where to meet up.

Organise a friendly welcome. The right person facilitating that plus coffee and cake will help! Cold, damp or noisy surroundings are not conducive to listening.

You will probably want to meet in one area, which will encourage all the women to meet and chat with each other. This is important. Getting the engagement and discussion right, including introducing your club, and describing why people would consider getting involved is as important to organise well as the later safe and fun flight.

In one session - ideally not 'death by powerpoint' - the group can cover topics such as safety on the airfield (and reassurance that visitors are looked after), the standard introductory flight safety

briefing, teamwork required on the ground, and of course the amazing opportunities, fun and excitement gliding can bring - as well a career opportunities in aviation for those who are looking. Please avoid a 'boot camp' approach that can inadvertently occur when some club members get involved! People like to know what's going on, but don't like being over-organised.

Most of all, be safe and have fun!

Following up after the event

After the flight and before they head off, give each participant a flight certificate and a Go Gliding and Women Gliding leaflet. (BGA will provide these to clubs that register). You can also provide literature about your club. To retain the interest of participants who want to do more, it may be helpful to provide a clear and "all-inclusive" priced product and be clear about the club's structured and flexible approach to learning to be a glider pilot.

If you've asked for permission beforehand, you may want to follow up expressions of interest as the spring and summer progresses.

And if the weather is a problem...

If you have a simulator that can be used during the planned weekend, it could be used as a backup if the weather prevents gliding. Don't forget to arrange for someone to be on hand who is expert at running the simulator.

If you do need to cancel, please remember to do so early enough in the day direct to those who registered. And let them know you'll be in touch to offer an alternative date.

Online Resources include:

[A download of the promotional poster for use by participating clubs is available here.](#)

[A short gliding promotional video is available here.](#)

[Other promotional videos are available here.](#)

Yvonne Elliott
BGA women's advocate
07759084212
yvonne@gliding.co.uk