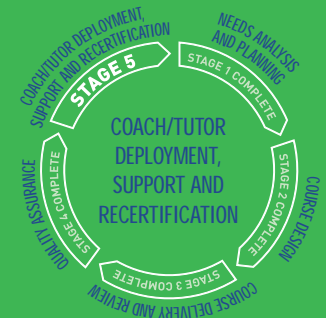


## Implementation Workbook

# COACH/TUTOR DEPLOYMENT, SUPPORT AND RECERTIFICATION



# COACH/TUTOR DEPLOYMENT, SUPPORT AND RECERTIFICATION



## 5.1 MARKET AND LAUNCH THE NEW COACH EDUCATION COURSE

### Course Marketing

Identify a mechanism for advertising or communicating information regarding the coach education courses.



REFER TO MANUAL 5.1

Tips for developing promotional material:

- ensure all information provided is adequate to the needs of the course
- ensure all information is accurate
- ensure the material is branded with the NGB and NCTC logos
- ensure the types set is clear and legible
- use of colour can be attractive, overuse of colour can be distracting
- promotional material may have to be adapted for the different media  
e.g. newsletter material may need to be altered for use on a website or poster

TIP