

To: Section Directors

Fr: Dan Klein
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Re: Definitions of "Other RoadShow Events"

Although the stated emphasis for these events is on delivery of AYSO basic training courses (i.e., U-6, U-8, U-10 and U-12 Coaching, Basic and Intermediate Referee, Tournament Talk and Tournament Director training, and core, job-specific training for Regional Board members) a secondary objective of the RoadShow initiative is that they provide a high quality demonstration of AYSO program delivery.

Toward that end, the Sections are encouraged to include extra activities in conjunction with any RoadShow event that will add to the atmosphere and energy experienced by the attendees. Think about the kinds of things that made the Section Conferences so special for those who attended and try to add them into your event.

Page 2 of the RoadShow Event Matrix provides some broad suggestions. Following are further explanations of the kinds of activities that could be contemplated for inclusion in any RoadShow event.

Development: Where there are nearby communities not yet served by AYSO or adjacent independent soccer organizations who might be attracted to AYSO, the Development Department will prepare a presentation that describes the benefits of AYSO affiliation and the virtues of running an AYSO program at the local level. It would be designed for presentation by a Section Developer or a representative from the Development Department at the NSTC. This presentation might also serve to solidify an existing relationship with community leaders and local park district personnel. In the form, describe the target audiences for any such presentation and the objective behind the making of the presentation.

Soccerfest: Staging a Soccerfest to coincide with one or more days of the RoadShow event would provide parents with a healthy outlet for their children to participate while they attend classes. It would need to be staged with adequate volunteer support and supervision and is a great way to bring "more soccer to more kids" – the AYSO way!

Promotional: Many Sections and Areas report success in combining their AYSO events with those of other community organizations or municipal departments forming a sort of community-wide, youth-serving expo or celebration. Foot traffic to the event is increased, contributing to the festive atmosphere. People attending for the other group's activities have the benefit of coming in contact with AYSO and the AYSO experience. There is potential for growth from these people newly introduced to AYSO.

Player Clinic: This is a great way to show off AYSO's top level coaches. Have two or more senior coaches conduct player skills clinics in conjunction with your event. It will demonstrate the proper way

to work with young children, and provide an outlet for the kids while their parents attend classes. This may also aid in providing the field component of core coach training.

Reward and Recognition: This was a highly-valued component of the Section Conferences that could be added to a RoadShow Event if the venue affords the facilities to do so. It could be a RoadShow Kickoff or Wrap Up gathering, bringing all attendees together in one place. This would be the places to present volunteer service pins, RAP and AAP awards, etc. Such a gathering would also afford Section staff an opportunity to speak as well. Keep in mind you should be striving to create an experience.

Round Table Discussions: These were another successful component at the most recent Section Conferences and should be considered as a secondary activity, of particular interest to already-trained volunteers. Selection of the facilitator for any Round Table discussion is the key to their success. The Programs Department can provide guidelines for facilitators to use to help create a successful event.

Networking: Do not overlook the social aspects of an AYSO event. Provide sufficient breaks and combined dining opportunities so that attendees can meet and mingle. These activities can be structured such that volunteers of similar positions sit together and a senior staff member can also be there to stimulate discussion.

Soccer Day Camp: A great way to emphasize AYSO's commitment to player development would be to conduct a one or two day, AYSO Soccer Camp in conjunction with your RoadShow event. It would provide a constructive outlet for the kids while parents attended meetings and classes. Sections are encouraged to use AYSO Camps as the provider for any such player clinic. Doing so would also provide an additional revenue stream to help offset the costs of staging the event. Any nationally supported RoadShow event would have to make use of the AYSO Camps when choosing this option.

Sponsor Participation: Sponsor involvement will be based on the number of people anticipated for the event. The larger your event, the more beneficial it will be to a sponsor to have a presence at the event. It is anticipated that Herbalife will arrange with local distributors to set up sampling stations and perhaps even provide a refreshment break for the event. The Marketing Department is working with other national sponsors who have expressed interest. This participation may take the form of collateral provided to attendees and signage to help make the event more festive. Local sponsors may also be interested in setting up at your event as well.

VIP: Nothing sells the AYSO experience better than an AYSO V-I-P activity. If there is no nearby VIP program, the NSTC will work with you to line up qualified volunteers and will aid in reaching out to the community for players with physical and emotional handicaps who might be interested in participating. Just being around a field where a VIP game is going on often provides sufficient impetus to establish another of these valuable programs in a community.

Parent Orientation: What better way to introduce new parents to AYSO than to bring them to an exciting all-AYSO event like a RoadShow. They can experience firsthand all that AYSO offers them and their family. This would be a time to promote the AYSO Philosophies and introduce programs like Kids Zone. If needed, the NSTC can help put the right AYSO face in front of your new parents.

Other: We want to encourage out of the box thinking when it comes to creating these as special AYSO events. If you have other ideas, please don't hesitate to share them. We reserve the right to share the really, really great ones with other AYSO folks all across the country!