



Friday		
12.00pm		Introductions and Networking
12.30pm	NR	What are the key components of a kids tennis program? Which factors are decisive for a successful kids tennis program? Why the relationship between program components is the most important factor.
2.00pm	NR	Why gaming mechanics are important in a tennis program and how a 'Free Lunch' will add to your program's success.
3.00pm		Coffee Break
3.30pm	NR	Sign on the Line! Protecting your program and business with contract essentials.
4.30pm	NR	Why a successful program is economically interesting. Flyers are spenders!
5.30pm	NR	Day Summaries
7.00pm		Dinner

Saturday		
8.00am	OC	How to get your club competition program right! The Tipping point for retention and development.
9.00am	NR	Directing your players to appropriate competition. Developing and understanding the competitive framework.
10.00am		Coffee Break
10.30am	OC	Maximizing your Team. Alternate ways to get the job done!
11.15am	OC	How your program can ensure that tennis becomes addictive and fun for children.
12.00pm		Leave for Citi Open

Sunday		
8.00am	OC	How to get them early! Exploring new markets before competition does!
9.00am	NR	Getting the word out. How to make your program the talk of the town and beyond.
10.00am		Coffee Break
10.30am	OC	Why not all children are equal in your program. Warriors, explorers and socializers. How kids like to play.
11.30am	OC	How to create a program that trains students to become 'flyers'. Adding program elements that increase commitment!
12.30pm		Lunch
1.15pm	NR	The forgotten customer. Complete PRM (Parent Relationship Management)
2.00pm	NR	Belong or Leave. Creating customer loyalty
2.30pm	NR	Summary

For more information visit - <http://www.evolve9.com/evolution-junior-conference/>