

GNATS Notes

These are notes from the Marketing Session by attendees.

1) Have to Market P.E. Classes

2) Aux Challenge 2008

- Tell the World about safe boating classes
- develop & pass on tools that help us tell the world about our classes
- Get best practices
- Keep the class interesting

Get the word out, Where to have a class

File intent to teach for the Web, D-13 web, State web, Boat U.S.

Adds in Boating Mags, News papers, write the announcements for them

3) Spread Fliers & Posters Around

4) Take a safe boating site & put email address on fliers etc.

5) mikeb@zipcon.com Flt 23 Blank Templates

6) Pass out a few cards "Take a Safe Boating Class"

7) Work with PA & PV Closely – Put fliers in PV Boxes

8) Have classes in Colleges

College extension classes, adult learning, announcements usually published in their schedule.

9) Have classes in:

Firehouses, churches, libraries, Senior Center, any company with a meeting room

10) Boat Shows: Have PV / PA Booth's

11) Put on Fliers, web addresses, will have a class in your area

12) Sport Shows & Dealers of Sporting Goods

13) Put literature in Ziplock Bags

14) boat Launch Ramps

15) New Boat & Safety Packet given by dealers

16) Teach what a group wants to learn

- 17) Have Class will Travel
- 18) give Safety Handouts for Christmas
- 19) Put on Bulletin boards
- 20) Use the Teaching kit if Available
- 21) Use lots of class aids
- 22) Rotate Instructors
- 23) Borrow instructors from other Flotillas
- 24) Division can't hold classes, just Flotillas
- 25) Use your best IT's, Use all IT's that will help
- 26) Use the strength of your IT's
- 27) Use the whole Flotilla
- 28) Make Check list of what to bring to class
- 29) Ration Handouts (Not Really – give lots of handouts)
Give handouts out before class starts
- 30) Learn & know the students names & what they want from the class
- 31) Flow smoothly – don't step on the other instructors
- 32) Don't be a speed it up Cowboy
- 33) Final Exam

Make Everything we handout and ad for classes

mikeb@zipcon.com for copies of handouts & posters

Visit!!! <http://www.zipcon.net/~mikeb/AuxEd.html>

Information available on Seattle Harbor Patrol web site (speed limits, bridges,etc)

See my above link for handout edited from Seattle Harbor Patrol information

FILE: GNATS-Notes.odt / pdf