



# Croquet Pay & Play

CA Webinar 13th March 2021

# What we will be discussing today

1. Why your club should run pay and play sessions
2. How to run a pay and play session
3. Managing bookings
4. Marketing your pay and play sessions
5. Follow up communications



# 1. Why your club should run pay and play sessions

Raising funds for your club

Engagement with the local community

Raises the profile of croquet more generally

Potential to attract new members

Its the perfect time - people are looking for alternative socially distant activities

Its a fun activity to run



## 2. How to run a pay and play session

### Initial set up

- Find a good time to run your sessions
- You might think your club is already busy but there is always a slot!
- Get members on board to run them
- Initially ask for a no commitment expression of interest

15

< Today >

	Mon Jun 15	Tue Jun 16	Wed Jun 17
Lawn 1	Geo GD GC Nic	GC 3+ Improver ( Da' David	Lawn Ma U3A Geoff Ed Olt
Lawn 1 secondary	GC GC	GC 3+ Improver (	Lawn Ma U3A Rao
Lawn 2	Ch John J Jer	GC 8+ Improver ( Rao	Lawn Ma U3A Pai GC
Lawn 2 secondary	Bri KT	GC 8+ Improver ( ala	Lawn Ma U3A M GC

Maintenance Golf Croquet Association Croquet Other

020

Day Week Month

Thu Jun 18	Fri Jun 19	Sat Jun 20	Sun Jun 21
Nic	Lawn Ma Ke GD R.S	AC High Handicap Tr	GD Sharoi AC Pod
	Lawn Ma Bri EV4 C R.S	AC High Handicap Tr	doi AC Pod
Geoff Y	Lawn Ma Mil Jo Ala MV Ian	AC High Handicap Tr	Brian f Ian Sh
Robin	Lawn Ma	AC High Handicap Tr	

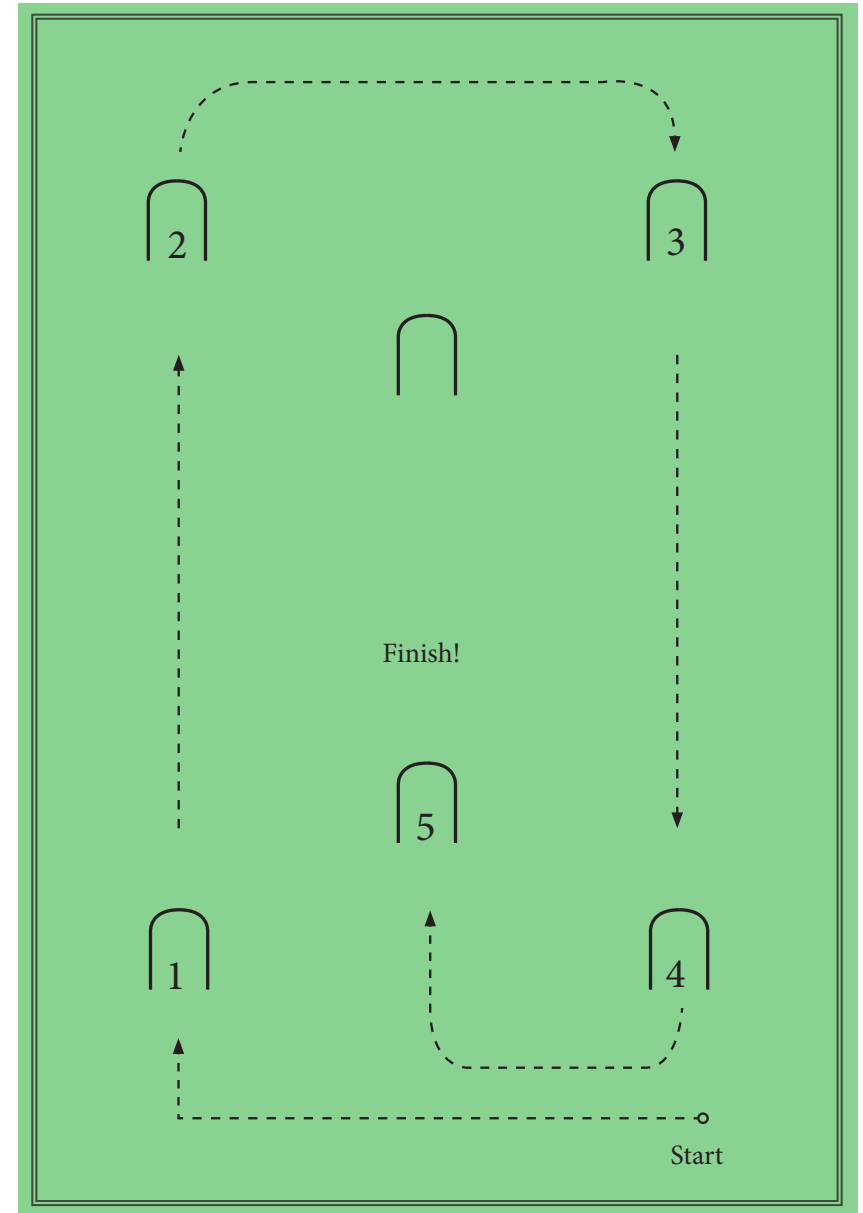
Lawn Booking Extra from 15 - 21st June 2020

## 2. How to run a pay and play session

### Initial set up

- Try setting up the lawns using half size pitches
- Think about what you will teach them:
  - GC is easy to grasp
  - 5 Hoop games are quick and simple
- Some people will want to play their own rules
- Alternative fun games found here:

<https://www.croquet.org.uk/?p=games/fun>



## 2. How to run a pay and play session

### Running sessions

#### Arrival

- Greetings, check tickets, sign in

#### Game set up (max 5 mins)

- Explain the equipment involved
- Brief introduction to the rules
- Give them a laminated rules sheet

#### During play

- Use a hands off approach
- Be available for questions
- Check in on them every so often

#### Alternative games

- Offer a mini tournament



# 3. Managing bookings

www.eventbrite.co.uk

eventbrite

Search events

+  
Create Event

♥  
Likes

🎫  
Tickets

👤

We're here to help

See our latest COVID-19 resources to stay safe and manage your events - for [attendees](#) and [creators](#).

## Connect through online events

Browse events →



### Popular in Online Events

[All](#) [For you](#) [Today](#) [This weekend](#) [St Patrick's Day](#) [Sports](#) [Women's Day](#) [Mother's Day](#) [Free](#) [Music](#) [Food & Drink](#) [Charity & Causes](#)



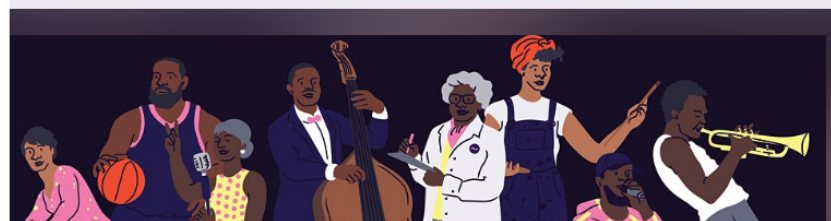
#### Our favourite collections

Browse through some of the best collections in Online Events hand picked by people who know the area best.



#### Black History Every Month: Virtual Events That Inspire Action, Education, and Connection

Real change relies on the forging of communities and creating spaces for enlightening conversations to take place. Event



# 3. Managing bookings

Sign up & create event

## Events



Create Event

🔍 Search events

Event status  
Published ▾

Organiser  
All ▾



No events to show



# 3. Managing bookings

## Event details



### Basic Info

Name your event and tell event-goers why they should come. Add details that highlight what makes it unique.

Event Title \*  
Test - Croquet Pay & Play 25/75

Organiser  
Croquet & Cocktails ▼

This profile describes a unique organiser and shows all of the events on one page. [View Organiser Info](#)

Attraction ▼ Sports & Fitness ▼ Sub-category ▼

### Tags

Improve discoverability of your event by adding tags relevant to the subject matter.

Press Enter to add a tag  
Add search keywords to your event Add

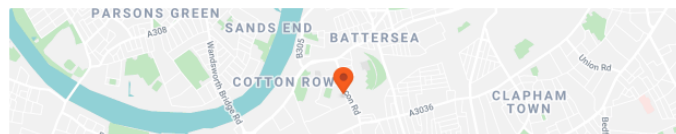
3/10 tags. 0/25

- croquet ×
- activities ×
- activities\_for\_children ×



### Location

Help people in the area discover your event and let attendees know where to show up.



Discard Save & Continue

# 3. Managing bookings

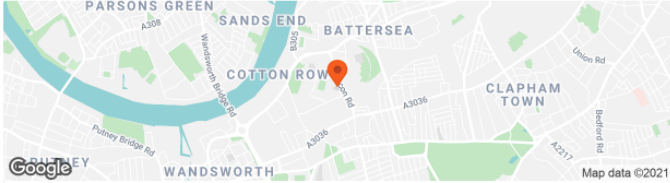
## Event details

eventbrite Help ▼ DC ▼

---

### Location

Help people in the area discover your event and let attendees know where to show up.



Croquet & Cocktails  
8 Bramlands Close, #Unit 55, London, England, SW11 2LJ

Reserved Seating  
Use your venue map to set price tiers for each section and choose whether attendees can pick their seat.

---

### Date and time

Tell event-goers when your event starts and ends so they can make plans to attend.

If your event repeats or occurs more than once, you can schedule additional times and dates in the "Schedule" tab.

Event details and ticket types will automatically appear on all event occurrences and can't be customised for an individual occurrence.

Display end time.  
The end time of your event will be displayed to attendees.

Time Zone  
(GMT+0000) United Kingdom Time ▼

# 3. Managing bookings

## Adding dates

The screenshot displays the Eventbrite 'Schedule' page for an event titled 'Test - Croquet Pay & Play'. The interface includes a left-hand navigation menu with sections for 'Manage my events', 'Basic Info', 'Schedule', 'Details', 'Tickets', and 'Publish'. The main area shows a calendar for May 2021 with event occurrences scheduled from May 1st to 6th, each from 15:00 to 18:00. A red arrow points to the 'Add Dates' button in the top right corner. A green notification bar at the bottom right indicates '17 occurrences scheduled'.

**eventbrite** Preview Publish Event More DC

Manage my events

### Test - Croquet Pay & Play

Recurring event

- Basic Info
- Schedule
- Details
- Tickets
- Publish

Dashboard

- Order Options
- Payments & Tax
- Marketing
- Manage Attendees
- Apps
- Privacy Settings

## Schedule

**Add Dates**

Today May 2021 Month Week Day

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
26	27	28	29	30	1 15:00 - 18:00	2
3	4	5	6 15:00 - 18:00	7	8 15:00 - 18:00	9
10	11	12	13 15:00 - 18:00	14	15 15:00 - 18:00	16
17	18	19	20 15:00 - 18:00	21	22 15:00 - 18:00	23
24	25	26	27 15:00 - 18:00	28	29 15:00 - 18:00	30
31	1	2	3 15:00 - 18:00	4	5 15:00 - 18:00	6

17 occurrences scheduled

# 3. Managing bookings

## Event Details

eventbrite Preview Publish Event More DC

Manage my events

### Test - Croquet Pay & Play

Recurring event

- Basic Info
- Schedule
- 3** Details
- 4 Tickets
- 5 Publish

Dashboard

Order Options

Marketing


Manage Attendees

Apps

Privacy Settings

### Main Event Image

This is the first image attendees will see at the top of your listing. Use a high quality image: 2160x1080px (2:1 ratio). [Learn more](#)






### Description

Add more details to your event like your schedule, sponsors or featured guests. [Learn more](#)

Summary  
Croquet Pay & Play

18/140

**B** *i*   

Give Croquet a try! Join us for 1 hour croquet pay and play sessions. We will provide you with all the equipment needed and teach you the basics of play to get you started.

Discard Save & Continue

# 3. Managing bookings

## Ticket Types

eventbrite Preview Publish Event More DC

Manage my events

### Test - Croquet Pay & Play

Recurring event

- Basic Info
- Schedule
- Details
- Tickets**
- Publish

Dashboard

Order Options

Payments & Tax

Marketing

Manage Attendees

Apps

Privacy Settings

## Tickets

[Admission](#) [Add-ons](#) [Promo codes](#) [Settings](#)

Tickets automatically appear on all occurrences. Create ticket types related to registration type (e.g. General Admission, VIP, etc.). Do not create ticket types related to an individual occurrence (e.g. Friday, 3 Day, etc.).

**Add tickets**

<b>3pm Start</b> On Sale • Ends 1 hour before event start	8	£5.00	⋮
<b>4pm Start</b> On Sale • Ends 1 hour before event start	8	£5.00	⋮

Event Capacity: 16

### Add tickets [Learn more](#)

Paid  Free  Donation

Name \*  
**5pm Start** 9/50

Available quantity \*  
8

Price \*  
£ 5.00

Buyer total: calculating [View details](#)

Absorb fees: Ticketing fees are deducted from your ticket revenue

Ticket sales end

1 Hour(s)

Before event starts

Advanced settings


# 3. Managing bookings

Preview before publishing


eventbrite Preview Publish Event ▾ More ▾ DC ▾

Manage my events

## Publish Your Event



**Test - Croquet Pay & Play**  
Multiple Dates  
8 Bramlands Close #Unit 55, London, SW11 2LJ  
£5.00 24  
Croquet Pay & Play

[Preview](#) 

**Who can see your event?**

- Public  
Shared on Eventbrite and search engines
- Private  
Only available to a selected audience

**When should we publish your event?**

- Publish Now
- Schedule for later

Time zone is the same as your event's

**Tips before you publish**

- [Customise your order form](#) →
- [Manage how you get paid](#) →
- [Set your refund policy](#) →

[Publish](#)

# 3. Managing bookings

Check tickets and information then publish



MULTIPLE DATES

## Test - Croquet Pay & Play

by Croquet & Cocktails [Follow](#)

£5.98



[Select A Date](#)

### Croquet Pay & Play

#### About this Event

Give Croquet a try! Join us for 1 hour croquet pay and play sessions. We will provide you with all the equipment needed and teach you the basics of play to get you started.

#### Tags

- United Kingdom Events
- City of Westminster Events
- Things to do in London
- London Attractions
- London Sports & Fitness Attractions
- #activities
- #croquet
- #activities\_for\_children

#### Share With Friends



#### Location

Croquet & Cocktails  
8 Bramlands Close  
#Unit 55  
London  
SW11 2LJ  
[View Map](#)

#### Refund Policy

Contact the organiser to request a refund.  
Eventbrite's fee is nonrefundable.

## 4. Marketing your pay and play sessions

### General principles

What message are you conveying?

How is it represented? Images are very useful.

Keep consistency - text & images

How are you telling people?

- Print - posters, flyers, banners
- Digital - website, facebook
- Emails - tell you members
- 3rd Party - local newspaper





# 4. Marketing your pay and play sessions

Using your online presence

HIGH WYCOMBE CROQUET CLUB

Home News Get Involved About Us About Croquet Academy

Member Area +



## High Wycombe Croquet Club

### Covid-19

Following Government and Croquet Association guidelines we hope to be able to re-open the Club on Monday, March 29th.

For the time being, this applies to current members only, but we are always delighted to hear from anyone interested in finding out more. Just email us at [enquiries@hwcroquetclub.com](mailto:enquiries@hwcroquetclub.com) or call us on 01494 858 202.

Total beginners, garden champions, and tournament winners – welcome to HWCC.

Whether you're after top-level competition or simply want to meet the like-minded, our club offers all the best bits of this wonderful game. No worries if you haven't played before – find out more [About Croquet](#) to see why now is the time to start!

Come along to one of our regular [welcome sessions](#) to find out more.



- Market on your website
- Use your Google Business Profile
- Utilise your existing social media presence such as facebook

A screenshot of a Google search for "high wycombe croquet club". The search results show several entries, including the club's website, a Facebook page, and a listing on the Croquet Association website. On the right side, there is a detailed Google Business Profile for the High Wycombe Croquet Club, showing its location at Hazlemere Recreation Ground, a 5.0 star rating, and contact information. The profile also includes a map, a "See photos" button, and a "Reviews" section with one review.

# 4. Marketing your pay and play sessions

## Eventbrite tools

The screenshot displays the Eventbrite interface for managing an event. The top navigation bar includes the Eventbrite logo, user profile (DC), and status indicators (View, On Sale, More). The left sidebar, titled 'Manage my events', lists navigation options: Basic Info, Schedule, Details, Tickets, Publish, Dashboard, Order Options, Payments & Tax, and Marketing. The 'Marketing' menu is expanded, showing 'Marketing Overview', 'Add to Facebook', 'Email Invitations', and 'Paid Social Ads'. A red arrow points to the 'Marketing' menu item.

### Marketing Overview

Boost brand recognition, drive event exposure, and increase ticket sales

#### Share with friends

Event URL: <https://www.eventbrite.co.uk/e/test-croquet-pay-play-tickets-144822244231>

#### Get the most exposure for your event

0% completed

- Add to Facebook**  
Let people get tickets directly on Facebook, so you can reach a bigger audience for free.  
[Set up →](#)
- Email Campaigns**  
Create and send email invitations to invite attendees to your event.  
[Set up →](#)
- Website Integrations**  
Sell tickets through a checkout widget to keep visitors on your site.  
[Set up →](#)

A red arrow points to the 'Website Integrations' card.

#### Paid Social Ads

Create campaigns in minutes. Use trusted playbooks and tested strategies to announce new events.  
[Set up →](#)

#### Other helpful marketing tools

- Discount & Access Codes**  
Set up promotional codes to offer discounts, early access and more to your attendees.  
[Create code →](#)
- Tracking Links**  
Use custom links to track the success of your promotional emails, flyers and more

# 4. Marketing your pay and play sessions

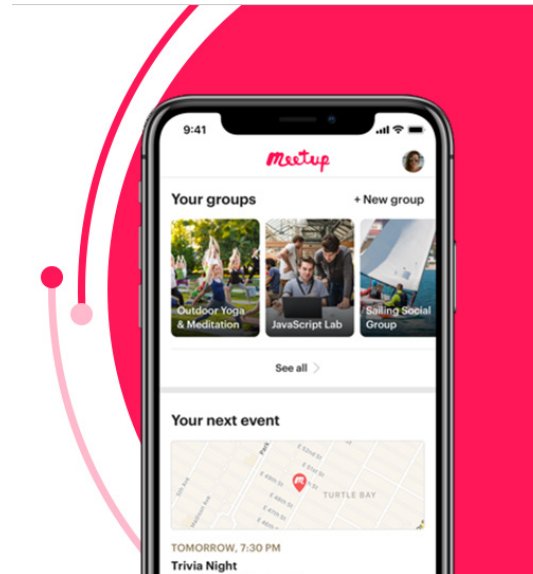
3rd party sites

## Tripadvisor



- Get your activity listed as a top rated activity for your area.

## Meetup



- List pay and play as a meet up event in the app to allow users to find you.

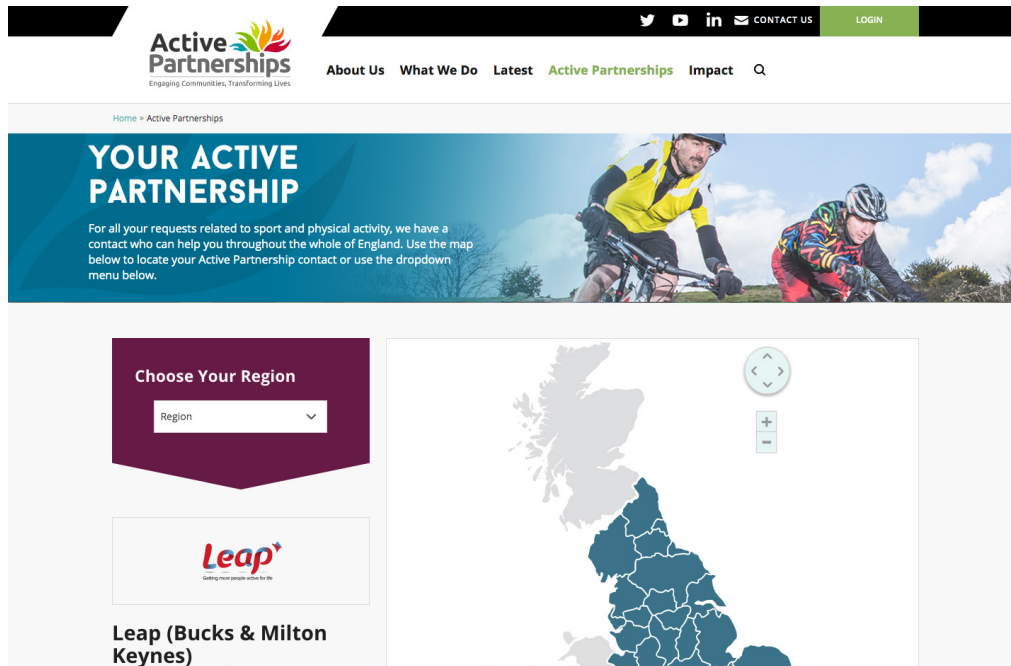
## Nextdoor App



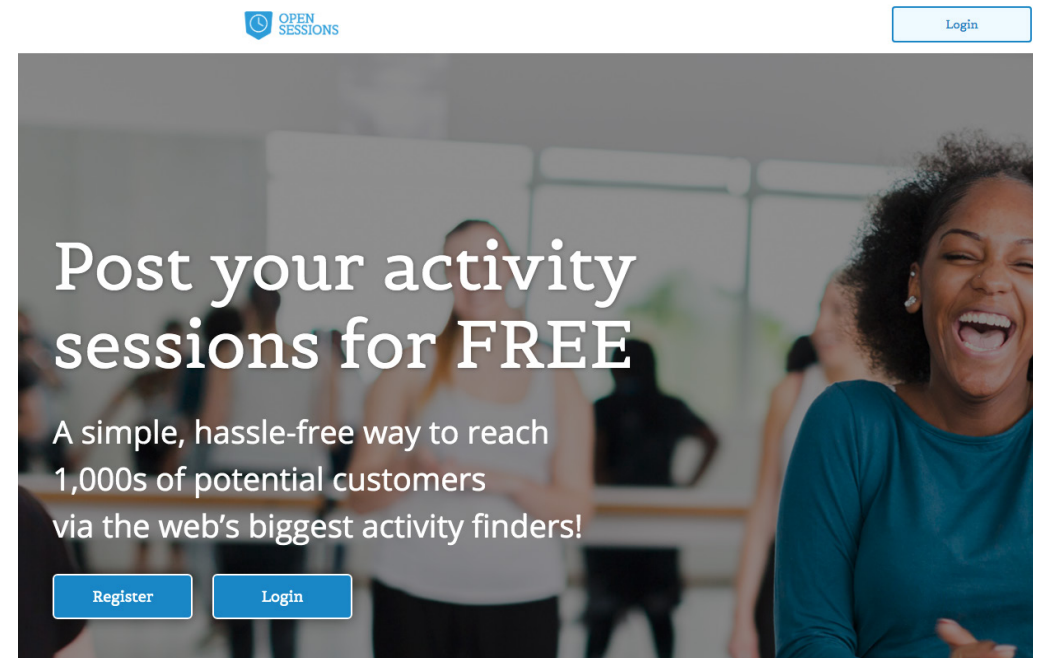
- Tell people in your area about your club and that you are running pay and play sessions

# 4. Marketing your pay and play sessions

3rd party sites



<https://www.activepartnerships.org/active-partnerships>



<https://opensessions.io/#/home>

# 5. Follow up communications

## Eventbrite tools

The screenshot displays the Eventbrite dashboard for an event titled "Test - Croquet Pay & Play". The sidebar on the left contains a navigation menu with the following items: "Manage my events", "Test - Croquet Pay & Play" (with a "Recurring event" tag and an "Occurrence" dropdown set to "All occurrences"), "Basic Info", "Schedule", "Details", "Tickets", "Publish", "Dashboard", "Order Options", "Payments & Tax", "Marketing", "Manage Attendees", "Orders", "Emails to Attendees" (highlighted with a red arrow), and "Apps".

The main content area is titled "Emails to Attendees" and includes the following elements:

- A sub-header: "Schedule and send emails to registered attendees with event reminders or details."
- An informational box: "This tool is for sending transactional emails to registered attendees only. Use [Email Campaigns](#) to send marketing emails to your contacts."
- Navigation tabs: "Emails Scheduled" (active) and "Emails Sent".
- A prominent orange button: "Create New Attendee Email".
- A message: "No emails are scheduled, click Create New Attendee Email to schedule or send emails to your attendees."
- A link: "Learn more about [emails to attendees](#)".
- A "Recommended apps" section with four cards:
  - Paid Social Ads**: Ad campaigns for Facebook & Instagram.
  - Gift Up!**: The simplest way to sell gift cards online.
  - HubSpot**: Sync and track leads from your events.
  - Tixel**: Allow fans to donate, claim a voucher, etc.

The footer contains the copyright notice "© 2021 Eventbrite", a list of links (About, Blog, Help, Careers, Press, Investors, Security, Developers, Terms, Privacy, Cookies), and the location "United Kingdom".

# 5. Follow up communications

## Email tools

eventbrite Events Orders Email Campaigns Help DC Duncan Catterall Duncan Catterall

Email Campaigns > Design > Send

### Email campaign: Test - Croquet Pay & Play

Send test email

Subject: You're invited to Test - Croquet Pay & Play (1 May 2021)

From:

## Let's get together

We're hosting a new event, and we'd love to see you there. Join us for Test - Croquet Pay & Play, 1 May 2021 at 15:00.

Register soon because space is limited.

We hope you're able to join us!

Unsubscribe | Privacy Policy

### Content

### Style

#### Campaign information


Campaign name \*  
Email campaign: Test - Croquet Pay & Play

Subject \*  
You're invited to Test - Croquet Pay & Play (1 May 2021)

From \*

Reply-to email address \*

#### Header Image


  
**Add header image**  
Drag-drop or click here to choose a file

The image appears in the content, above the content text. We recommend using at least a 2160x1080px (2:1 ratio) image that's no larger than 10MB. [Learn more](#)

Add text to make your image more accessible.

T Image alt text

Add a click-through link to your page


 Add a link

Your URL needs to start with <http://> or <https://>

Back

# 5. Follow up communications


## Using mailchimp


 Campaigns <

All campaigns

Email templates

Reports

 Duncan Miles  
Test Events

 **Keep it up!** Draft  
Draft email

[Finish later](#) [Schedule](#) [Send](#)

### Event Follow Up

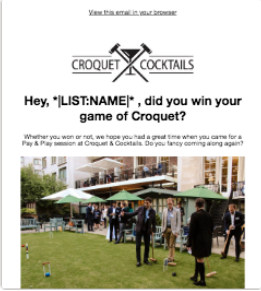
[Edit name](#)

**To**  
*Who are you sending this campaign to?* [Add Recipients](#)

**From**  
*Who is sending this campaign?* [Add From](#)

**Subject**  
Did you win your game of croquet?  
Preview Text: We hope you enjoyed your recent visit to Croquet & Cocktails [Edit Subject](#)

**Content** [Edit Design](#)



Send a Test Email

- We automatically add a required Referral badge to your email footer. To remove the badge, [upgrade your account](#).
- A plain-text version of this email will be included automatically. [Edit](#)


[Enable Social Cards](#)

### Share Your Campaign

Campaign Link  
[https://mailchi.mp/\[xxxxxx\]/did-you-win-your-game-of-croquet](https://mailchi.mp/[xxxxxx]/did-you-win-your-game-of-croquet) [Edit](#)

Want to brand your campaign link? Click edit to create a custom URL.

Feedback



# 5. Follow up communications

Using mailchimp


Preview mode ✕

Desktop Mobile Inbox

**CROQUET & COCKTAILS**

**Hey, \*|LIST:NAME|\* , did you win your game of Croquet?**

Whether you won or not, we hope you had a great time when you came for a Pay & Play session at Croquet & Cocktails. Do you fancy coming along again?



**You are always welcome again 😊**

If you enjoyed playing croquet, why not come again and introduce some of your friends to this great sport or if you are feeling serious already, join our club

[Click to book another session](#)

Header Info

Enable live merge tag info

**To:**  
Recipient's email address

**From:**

**Subject:**  
Did you win your game of croquet?

**Preview Text:**  
We hope you enjoyed your recent visit to Croquet & Cocktails

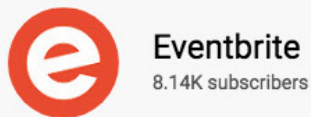
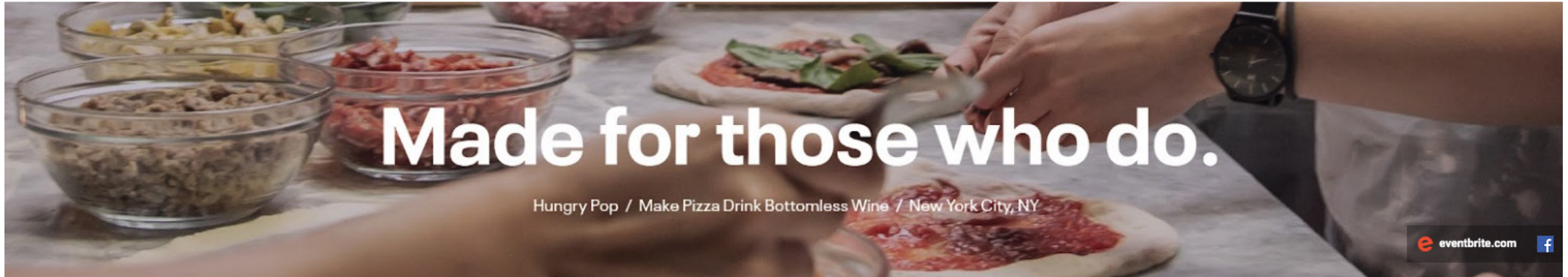
Feedback

?



# Additional Resources

Eventbrite How to Videos - <https://www.youtube.com/user/EventbriteTV/videos>



SUBSCRIBE

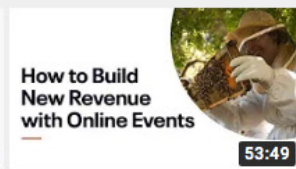
- HOME
- VIDEOS**
- PLAYLISTS
- COMMUNITY
- CHANNELS
- ABOUT
- Q

Uploads ▾ PLAY ALL

≡ SORT BY



**Elevate Your Livestream**  
990 views •  
Streamed 1 week ago



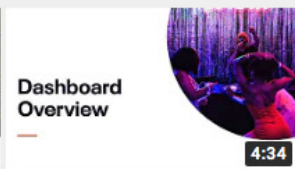
**How to Build New Revenue with Online Events**  
135 views • 3 weeks ago



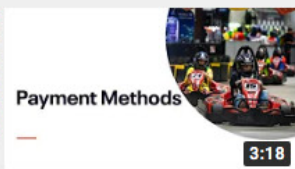
**How to Register For a COVID-19 Vaccine**  
94 views • 3 weeks ago



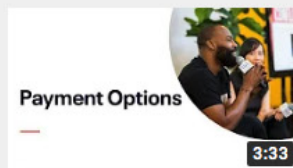
**Safely Navigate the Return to Live Events UKI**  
226 views • 1 month ago



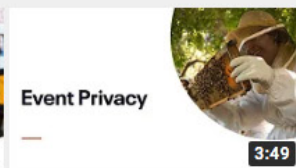
**Dashboard Overview**  
313 views • 1 month ago



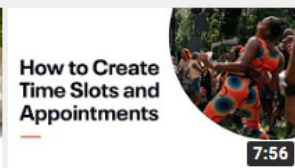
**Payment Methods**  
335 views • 1 month ago



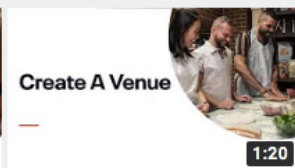
**Eventbrite Payment Processing and PayPal**  
326 views • 1 month ago



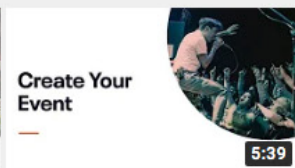
**Eventbrite Privacy: Public and Private Events**  
140 views • 1 month ago



**How to Create Time Slots and Appointments Using...**  
1.1K views • 1 month ago



**Eventbrite Venues: Adding a New Location**  
76 views • 2 months ago



**Eventbrite: Creating an Event**  
1.2K views • 2 months ago



**Eventbrite Tax Information: Charging and Reporting...**  
119 views • 2 months ago

# Additional Resources

Available for download on the CA website



Sign up at:

<http://hwccpayandplay.eventbrite.co.uk>

Thursdays & Saturdays 3-6pm



High Wycombe Croquet Club,  
Hazlemere Recreation Ground,  
Hazlemere  
HP15 7QW  
[www.hwcroquetclub.com](http://www.hwcroquetclub.com)



@croquetengland

## Guide to Five Hoop Croquet

Five Hoop Croquet is a quick and simple adaptation of the rules of Golf Croquet. The rules are as follows:

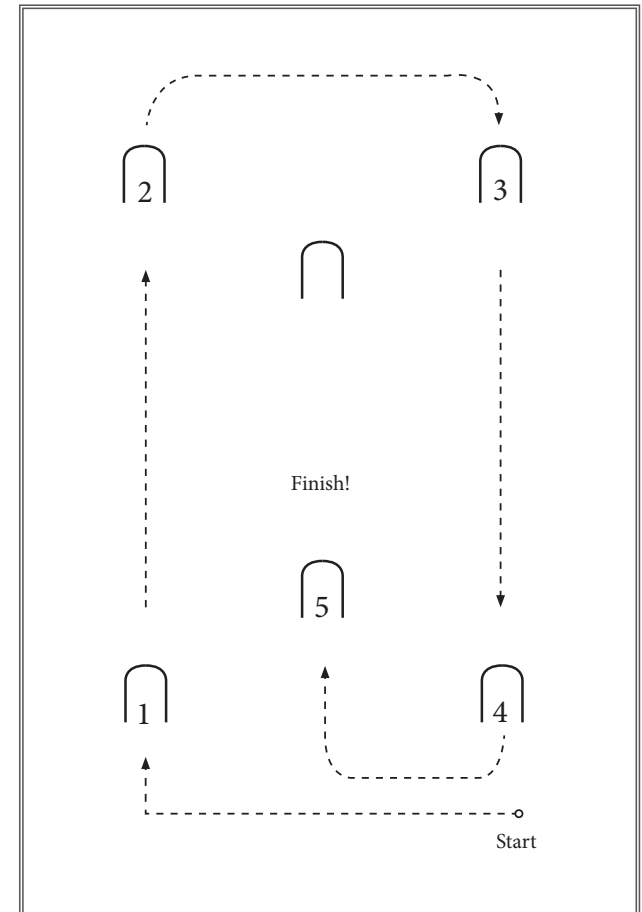
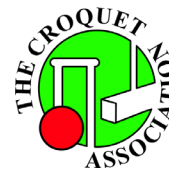
- Play as individuals (up to 4) or in teams of 2 (one ball each).
- Players take alternating turns. The blue ball starts, followed by red, black, then yellow. There are no additional turns.
- The first player or team to go through a hoop wins the hoop and receives 1 point! All players now proceed to the next hoop. No one else need go through the won hoop.
- Make sure not to go more than halfway to the next hoop before the current hoop is won or you will be offside and your ball will be sent to the penalty area.
- Once the fifth hoop has been won, the player or team with the most points wins the game! Please, turn over for the direction of play.

Why not take a photo and tag us using:

@croquetengland

Find out more at:

[www.croquet.org.uk](http://www.croquet.org.uk)



# Questions

Email us:

Annabel McDiarmid - [annabelmcd@yahoo.co.uk](mailto:annabelmcd@yahoo.co.uk)

Duncan Catterall - [duncan@croquetandcocktails.com](mailto:duncan@croquetandcocktails.com)

