

Applying the insight – women & girls checklist

Start where women are – being real and friendly will engage women

- Use their language: friendly and informal
- Use pictures and images of real women
- Show an understanding of real issues (looking sweaty, pressures of time)

Show women what sport can do for them personally – they want to feel confident doing sport

- Use real role models showing women confident being themselves (hot and not bothered)

Show women that sport is a good use of their time socially – they want to have fun with their friends and kids

- Communicate that this is a good use of their time – having some fun time with the girls (or with their kids)

Design the offer to make it easy for women to do sport – don't expect women to change to fit sport

- Right time: be open or run classes to suit women's lifestyle (work and family)
- Right place: close to where women are, with the right facilities (changing rooms, hairdryers etc...)
- Right welcome: make sure the welcome is warm by reception/class leaders
- Right company: ideally they should be with people like them
- Right gear: reduce the fear of the wrong gear

Focus on repeat participation – ensure you design the offer to keep women engaged, not just to attend once

- Once engaged, keep in touch with them
- Encourage communities of interest: women spending time with their kids, with the girls (meeting up after for food or drink), or women seeking to achieve more
- Make your communications personal
- Appeal to all the senses (music etc...)