

Scottish Squash Event Promotion Pack

Introduction

This guide has been put together to support event organisers in promoting their event. There are several potential benefits to event promotion, including:

- Positive publicity for the club and for squash in Scotland
- To celebrate achievement and local stories
- To attract increased interest and sponsorship

The suggestions in this pack are not exhaustive, and you should select the ideas and guidance which are most relevant to the context you are working within.

1. Pre-event

Posters

Posters are a great way to promote your event. They can grab attention on social media and when on display at a club.



Posters like these can be created on Canva (or an alternative platform of your choice), with a free account option available, with some more premium graphics and design features available with a paid account.

We have put together a very simple template on Canva which can be accessed by clicking [here](#).

Tips

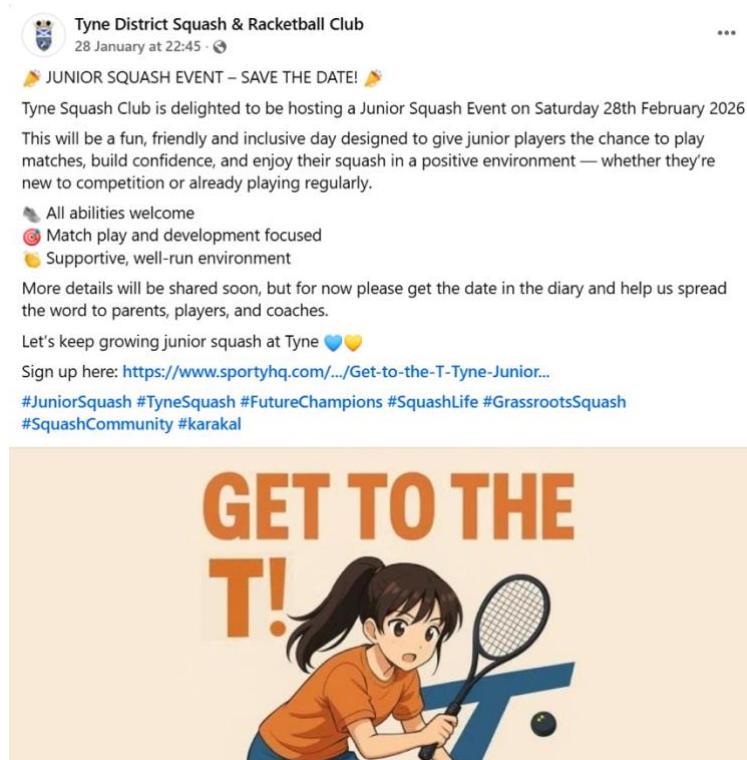
- Use bold visuals and clear event details
- Include deadlines and any key selling points

- Ensure all text is readable

Social media

Social media is a great place to tell people about your upcoming events.

Check out an example of a promotional post by a Scottish squash club ahead of a tournament they ran.



Depending on which social media channel you use, you may wish to adapt posts.

Platform strengths

- Instagram: high-quality photos
- TikTok: short, engaging videos
- Facebook: longer posts, community sharing

Best practices

- Share event details early and often
- Tag Scottish Squash and local partners for wider reach
- Include sign-up links in Facebook posts and Instagram stories

Questions to consider:

- What existing social media channels does the club have?
- Who are we trying to target with our event promotion?

Event previews

Event previews are a great way to share key details and stories going into an event.

There are several options when writing a preview, as you may wish to focus on the event in general or there may be specific local or human interest stories which are worth focusing on.

For example, we chose to focus on someone who was competing in the Masters National Championships for the first time in a recent event preview.



A SPORT FOR LIFE: NATIONAL CHAMPIONSHIPS BRING SCOTLAND'S TOP MASTERS PLAYERS TO EDINBURGH

As the Masters National Championships gets underway in Edinburgh on Saturday, a wide range of squash stories will be represented on court.

From those that have played from a young age to those that started a bit later, and from competitors that play at the highest level to those looking to test themselves against some of the country's best.

Everyone has their own path in squash – a true sport for life – and Emma Robinson is among those sharing a familiar story ahead of this weekend's event.

For Emma, the Masters Nationals represent an opportunity to throw herself into competitive squash.

She first picked up a racket 35 years ago, at a club where you could play squash, make friends, do homework and eat chips – all without a parent to be seen.

Questions to consider when choosing preview focus:

What makes this tournament different? Is it the biggest prize fund, biggest entry, highest standard of entry ever etc.

Are there any interesting stories amongst the participants? Has someone overcome a challenge to play, has someone hit a milestone in events or years?

Suggested structure

- Event announcement
- Story/hook
- Relevant quotes from participants or organiser
- Details on where to follow the draw or enter

As with all aspects of this guide, depending on your levels of confidence you may wish to use an LLM such as ChatGPT to support with writing your preview, perhaps by entering your version and requesting feedback.

However, anything that you post should always be checked by a human to make sure it meets your needs.

Press

Local press are often keen to feature community sport.

If you search for your local newspaper on Google, you will likely be able to find a contact email address for people with stories to share.

An email to capture the interest of local press may include information such as:

- Event date, location and purpose
- Local competitors or local interest stories
- Invitation for reporter and/or photographer

2. During Event

Depending on volunteer/staff capacity, you may wish to provide social media during the event.



We would recommend getting as many high-quality pictures as you can which highlight the key messages for your event.

For example, if it is a beginner, sociable event you may wish to highlight the event's fun atmosphere and have this reflected in the images you capture.

If it's a PSA event featuring professionals, you may want to highlight the physicality and competitive nature of the event.

Social media coverage levels	
Basic	A post announcing event is underway + link to scores (if on SportyHQ)
Enhanced	Basic coverage + key results + photos showing atmosphere
Comprehensive	Enhanced coverage + player photos before matches + fun video content

3. Post-event

After the event people will likely want to know who won as a minimum! Remember to share photographs of winners (whether overall, or for special prizes such as most improved).



What to share

- Winners and prize photos
- Special awards (eg. Most improved)
- Thank you to volunteers, sponsors, referees etc.
- Optional: Feedback quotes, short interviews, highlight videos

Why it matters

- Builds momentum for future events
- Provides reusable promotional content
- Strengthens club engagement with its community