

MEMBERSHIP REPORT
MANAGEMENT TEAM MEETING
THURSDAY, 18th JULY 2015

The Membership Team have concentrated their efforts over the past few weeks in preparing for Wednesday's Open Night. Thanks to the efforts of the PR Team and Sharon in particular, together with the members we had 21 ladies attend our Open Night. I would like to thank the members of the Membership Committee together with other Chorus members who braved the cold to man the drive and car park to direct our guests as they arrived. Chorus members were most welcoming to our guests and at the conclusion of rehearsal were happy to chat with our visitors and answer any questions. At time of writing this report we have 4 ladies who have signed up and will definitely be returning next week. I have emailed all attendees to thank them for coming and to invite them again to come on Wednesday and sign up for our course. I have already received one positive reply from this. We also have 3 ladies who have contacted us and while they were unable to attend on Wednesday due to prior commitments have indicated that they will be coming on Wednesday to sign up for the course. Sharon has also received 2 further enquiries from the website which she has offered to follow up. I requested that all the ladies I emailed should contact me to let me know their decision so we have sufficient resources on Wednesday night. I also asked if they could indicate how they heard about the Open Night and in which suburb they lived, information which the PR Team will use for future marketing strategies.

I think that despite the fairly short lead time we had the result of everyone's hard work to publicise the event resulted in a very good response. I will contact members of the Chorus before Wednesday night to ask them to be a Buddy to our attendees and ensure they feel comfortable and enjoy the CKC experience.

Lyn Howells
Membership Coordinator