

Communications & Marketing – Dennis Mews

Principal Objective

To increase participation in all forms of orienteering – Bush-O, MTBO and Park/Street-O.

Key Outcomes

- 1) Recruit more new participants
- 2) Retain and increase involvement of current participants
- 3) Increase club and VOA membership

Actions

- 1) Promote events effectively in the press and on the internet
- 2) Promote club and VOA membership