BEST
PROGRAMMING
PRACTICES

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Where do I begin?
Which way do I go?

Generating Ideas
Planning Your Programs
Choosing Your Topic
Finding the Experts
Execution - Putting on Your Show
Questions/Discussion
Generating Ideas

- Host a brainstorming session
- Imitate a competitor
- National resources
- Local resources
- Keep a log of all ideas for future reference
- Stay connected

Best Resource?
- Ask your participants
- Initiate an advisory group
We should start referring to age as “levels” so when you’ve reached “level 80” it sounds more badass than just being 80 Years Old!
Planning Your Program

- What’s the best day of the week?
- What’s the best time of day?
- Where should I have it?
- Will your audience like it?
- Is your competitor doing the same thing?
- Should I charge a fee?
- How much should I charge?
Quantity vs. Quality: Choosing Your Topic

- Educational
- Health Topics
- Medical Professionals
- What’s Trending
- Field Trips – Day trips – Extended Trips
Quantity vs Quality: Finding the Expert

Experts you want!

- Recommended by Colleagues
- Professional in their Industry
- Focus on Audience Well Being
- Participants can apply lessons learned

Experts you want to avoid!

- Hidden Agendas
- Selling to Your Audience
- Avoid Signing an Agreement
- No Insurance
Quantity vs Quality: Execution

- Be ready to sell as soon as its published
- Be customer focused from beginning to end
  - Be consistent with all patrons
  - Do you need a plan b
- Reconfirm with talent and experts
- Send out participant reminders
- Give yourself plenty of time for set up
  - Allow time for meet and greet
    - Have some fun
- Put on your best show every single time
Best Programs

• Hard Hats & Shovels
• Tasty Tours
• Aging Mastery Program
• Fall Prevention Health Fair
• Intergenerational Bingo
• CBD Oils
• Daytrips + Lunch & Learn on same topic
• Uber 101
• Travel Ban
• Kactus Creek Croquet
• Books Alive – Theatrical Reading of Children’s Books
• Enhance Fitness