

How to Organise an Open-House Event



For National Federations and Local Clubs

The INTERACT Open-House event which is one of the two pillars of the INTERACT Festival, is an exciting event for International Sport Organisations (ISOs) and their National members and sport clubs to promote Sport for All. This is done through adapting their sports and disciplines to **'watch, try out, and participate'** principles and in a sustainable participant pathway of **AIDA** (catch *attention*, raise *interest*, create *desire*, take *action*).

National Sports Federations and local clubs of ISOs participating in the INTERACT Festival open the doors of their sport venues to demonstrate their sports and engage citizens to try out during the European Week of Sport (EWoS).

**INTERACT
Open-House
Concept**

The event allows beginners, physically inactive people, and citizens to enjoy watching sports demonstrations, try out the sport demonstrated by participating ISOs and their members, and start participating in the sport for physical activity, fun and social cohesion.

All in:

**WATCH, TRY
& PARTICIPATE!**

Why should you organise?

- National federations and sports clubs play a key role in creating opportunities for All to get moving, by offering engaging, safe, fun spaces to be active in
- Promote participation in Sport for All and physical activity
- Increases participation in your sport and membership in your club
- Be part of a worldwide Movement
- Promote your sport and increase exposure
- Improves quality of life through physical activity for All
- Facilitate easy access to a new sport and thus open to new target groups
- Reach out to the inactive and beginners
- Raise awareness of, and empower populations & citizens to have healthier lifestyles
- Support social inclusion and cohesive opportunities

How to Organise Open-House Event(s)

- Mark the EWoS dates in your calendar: 23 – 30 September every year!
- Integrate the INTERACT Festival and EWoS #BeActive campaign brandings into your event
- Create a safe, fun, and open environment
- Use fun in your sport to promote the INTERACT Festival
- Plan clinics, exhibitions, training, and other social events during the week to further promote your sport
- Use all available media platforms to promote the demonstration of your sport and INTERACT Festival
- Identify your community goals/interests & actively integrate local stakeholders (national federations, schools, sports clubs, etc.) and engage them in the open-house event
- Promote the event to attract beginners and inactive people to your sport
- Avail beginners' equipment to be used for demonstration

#BEACTIVE
EUROPEAN WEEK OF SPORT

Target Groups

Target groups are beginners & inactive people across all demographic's segments, with a focus on:

- Children and Youth
- Families and intergenerational engagement
- People facing barriers to participating in sport

What's on the offer

- Open to everyone and free to participate in
- Having fun together
- Localized to meet the needs of the national federation or local club hosting and the citizens participating
- Promote diversity, inclusion, and equal participation
- Can be held in any type of venue, from local gyms, clubs, and sports centres to open spaces and parks.
- It can be a 1-day event to a full-week event during the EWoS.
- #BeActive at the local level



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