

ANNOUNCING YOUR TOURNAMENT

In April of 2017 when I originally wrote this, everyone and their mother-in-law was announcing 2017-18 tournaments, some of them for events happening almost a year in the future. All right. There's nothing terribly wrong with that. Most coaches keep a calendar, and it's nice to have verification. But this looked a little like an epidemic. One school announced, and then every other school thought it better announce too. A tournament new to the calendar? Sure, why not? A tournament that has occurred on that same weekend since the Fillmore administration? No so urgent.

That does raise the question, nevertheless, of getting the information about your tournament out there into the world, especially if it's a new tournament. I have a few recommendations.

First, create the tournament on tabroom.com as soon as you've got the dates set. All you really need to do in the setup is put in the actual date of the tournament; nobody expects details six months or a year in advance. People do want to verify the dates, though. The point is, creating the bare bones will put the tournament in its appropriate chronological place on the tabroom.com home page. People looking for it will find it, and people thinking of scheduling their own tournament that weekend might think twice.

Second, send out a notice to all the attendees of last year's tournament announcing the date. This is more proactive, and your regulars will be happy to know that life is going on as it always has. If you're a new tournament or a building tournament, get some of your friends who run tournaments in your region to send the announcement to *their* last year's attendees. If you're trying to drum up business, you need drums.

Third, sign up for the NDCA listserv. This is a big list a lot of people follow, regardless of its connection to the NDCA organization. Announce the dates there.

And, oh yeah, don't forget to announce again the day registration opens, and people can actually do something about it.

I propose the idea of a 2 or 2.5 month lead time from registration opening to the tournament weekend. This will play into the realities of who is actually planning on sending whom to the tournament. Anything beyond that is TBA soup, not just on registration opening day, but for as many extra months as you've put in before people really have to think about coming. TBAs are evanescent; actual team names are money in the bank. You don't want to get caught with a lot of empty slots when the TBAs all disappear.