



**Seminar Title:**

Packing the Stands: Proven Success Strategies for Bringing Crowds to High School Matches.

**Speaker(s):**

Jack Hamann & Leslie Hamann

**Learning Objectives:**

The program includes:

- Ingredients of a great high school volleyball website
- Why printing a match program makes perfect sense
- Contests, prizes and promotions to pack 'em in
- How to get local media to pay attention
- Why quality uniforms matter
- How Facebook eliminates excuses

And much more.

**Key Points:**

A rocking gym. A crazy pep band. Thunderous cheers from a pumped-up crowd.

High school volleyball is a whole different ballgame when the bleachers are brimming with excited students and committed community members.

Twelve years ago, coaches Leslie and Jack Hamann took over a moribund volleyball program at Seattle's Garfield High. They inherited a team with few victories and little tradition at an inner city school where basketball was king and volleyball a mere afterthought.

Within three years, everything changed.

**Packing the Stands** is an opportunity to learn how two coaches helped turn volleyball into the "must-see" sport at an otherwise skeptical high school. From creating one of the most popular high school volleyball sites on the web ([www.garfieldvolleyball.com](http://www.garfieldvolleyball.com)) to nurturing a loyal pep band to turning a money-losing sport into a decent revenue stream, Leslie and Jack will share the marketing ideas that transformed the Garfield Bulldogs into ... THE VOLLEYDOGS.

During the session, coaches will be invited to share their own successes and challenges. A rising tide lifts all boats, and volleyball is on the rise!