



Independent
Association of
Prep Schools

Q39: Parental engagement and building a positive parent culture

Date Friday 5 May 2023
Venue Online via zoom
Cost £125 (non-IAPS members – £175)

In this session we will explore parental engagement and how we can build a positive parent culture within our environments to allow our young sports people to develop both on and off the pitch.

Audience Directors/heads of sport, PE teachers, games coaches, academic staff
Objectives Looking at what we have learnt from working with parents, what the sports parent of 2023 currently looks like and assessing their challenges and perspectives we will then look at what that means for us in terms of running our school programmes. We will also consider what it means for our coaches, our parents and our athletes and the skills that they may require to work effectively together.
Speaker Gordon MacLelland, CEO Working with Parents in Sport (WWPIS)

Programme: Friday 5 May 2023

0900 Registration and welcome

0910 Working with parents in 2023
What is 'parental engagement'?

- Understanding today's sports parent
- What do parents find most stressful?
- Aligning an organisation for parental engagement to thrive
- Having a quality communication strategy

1015 Break

1030 Building a positive parent culture
This session will ask sports leaders questions around their current engagement with parents. This will allow an opportunity to reflect on current practice and share thoughts and ideas with other colleagues.

Leaders will also be given some ideas and concepts to go away with to create a framework to implement back in their own environment.

1200 Plenary and evaluation