



Charlotte Cookson
REA Member based Aberavon RFC
Interest in the Game and Televised Event Management

Charlotte joined the REA in 2014 whilst studying History at Cardiff University. Charlotte has been allocated to Aberavon RFC and works with Gareth Howells, the Commercial manager at the club.

Charlotte's role at the club has seen her work on a variety of projects. Charlotte works as part of the team who seek to generate interest in the games. Prior to games, she will often be found trying to track down players to complete interviews to generate website content. This contributes significantly to make the club's website 'sticky'.

This work is complimented by the role Charlotte plays in relation to community engagement. In the run up to match day and on the day itself, Charlotte is involved in the organisation of a Guard of honour, a key element of the club's endeavours to increase community engagement.

Charlotte has also played a significant role in creating and organising major events at the club such as 'Stars in their Eyes'. This event was aimed at encouraging supporters to stay in the club post match. Team players prepared acts as well as pre event videos. Although the event was a busy one, it was successful and gave Charlotte unique insight in to the work required to stage an event like this.

Charlotte's work at the club has earned her the respect of the players, the committee and the general management. This resulted in Charlotte being nominated to deliver a stretch project connected to the S4C televised matches.

Using her experience from Aberavon RFC, Charlotte took on the challenge of working with two Premiership clubs in the run up to a televised match. Neither club has worked with a student REA before, so this was their first taste of working with a member of the REA. Charlotte created a twitter schedule with hashtag for the clubs to use on their accounts. The schedule also included links to S4C and the WRU.

In advance of the match, Charlotte also organised a Guard of Honour and tag teams to play at half time. Prior to kick off, Charlotte picked mascots for both teams.

On a cold February Sunday afternoon, Charlotte took charge of the pre match build up ensuring the Guards of Honour were in the right place at the right time. Charlotte also ensured that the tag teams were on and off the pitch at the correct times at half time. The event itself was a success and gave Charlotte another valuable insight in to event management.

Charlotte's ambition is to work as part of a large sporting organisations such as one of the regions. Charlotte believes her experience with Aberavon RFC will provide her with an edge over other applicants because she has practical experience of working in sport and a wide variety of experiences. At the moment, she is already in talks with Aberavon RFC to stay with the club for another year retaining her REA status.