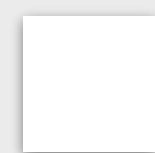


Step 4 - Communication

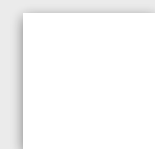


Please find listed below the recommended actions that you need to take during this step of implementation:



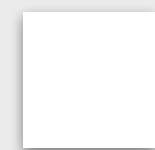
Chase your Engaged Customers

Follow up with any engaged customers from your previous campaigns and communications that may not have reserved a place yet on your Junior Playing Event. This will act as timely reminder and drive those sales.



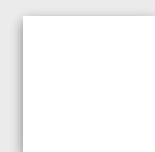
Repost on Your Social Channels

Keep your social media channels up to date and get your social media guru at your club to repost information about your Junior playing event on the range of social channels available.



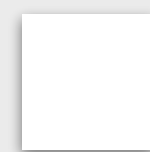
Re-send your Targeted Communications, Reminder Template and Flyers

Remind these customers about your Junior Playing Event and this may spark them to contact you and sign up by resending your communications and campaigns.



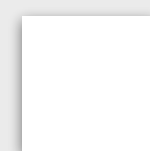
Send Your Sign Up Communication

Distribute to those who are already registered on the Junior Playing Event important information about the event. As new signs up come in, you will need to send ensure that you send this to each participant. This is available within the Junior Playing Event page.



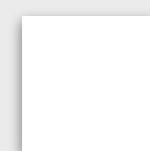
Edit and Use the Junior Playing Event Sign Up Template

This is available within the Junior Playing Event page and includes information regarding the event and when tee times will be communicated.



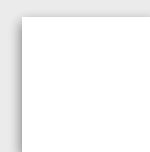
Download, Edit & Attach the Junior Safeguarding Pack

This is vital information to ensure that you have the important information relating to each child. This is available within the Junior Playing Events page.



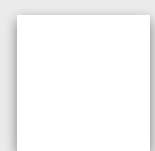
Distribute the Support your Child on the Course Parent Guide

Send to your participants this guide so they can understand the purpose of the playing events, the adapted course and the role they play in support their child on the courser. You will find these in the Junior Playing Event page.



Distribute the MyGame+ Flyer

Attached to your communication the MyGame+ Flyer which gives parents and the child further information about how they can track their journey on the program via the GLF. Connect App including logging their on course scores.



Request a Follow Up Communication from your Club Contacts

If you still have places available on your Junior playing event, ask your club contact to help you fill those last few spaces with a follow up communication to their marketing channels.