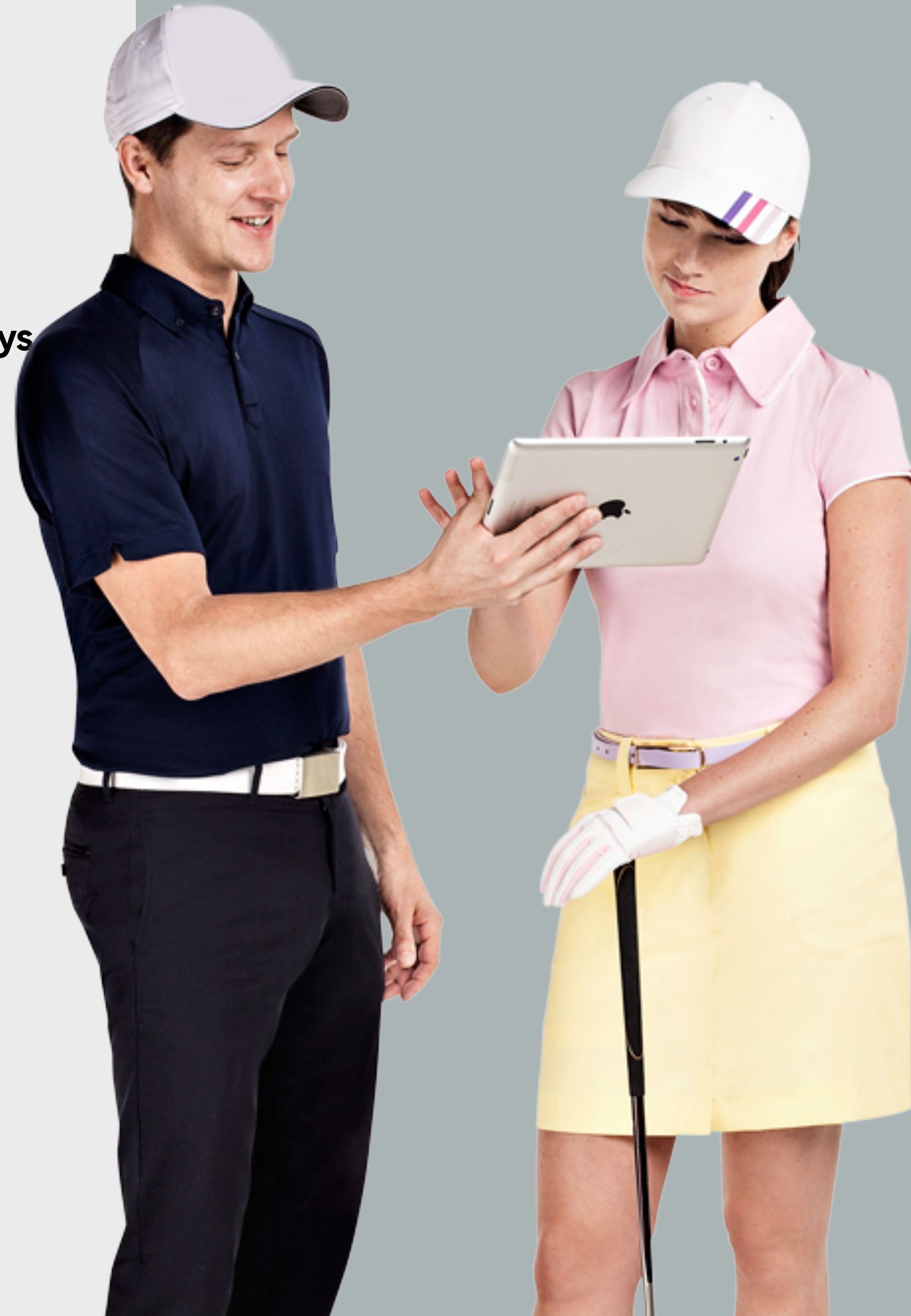


Golf Experience Days



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Overview



What is a Golf Experience?

A Golf Experience provides new golfers with the opportunity to try golf in a safe, fun environment with other people who are at the same stage of their golfing journey. The Golf Experience broadly includes and is structured as follows...



Periodically Scheduled

- As Golf Experiences are there to drive new golfers into your 3 Level Learn to Play Golf Program, the regularity of events will depend on when your program is running and how many and the type of new golfers you want to convert.



Chargeable Event

- Golf Experiences are recommended to be charged at a one off event price. The fee will depend on your customer demographic and coaching rate club. The fee should include all equipment and access to the golf course.



Group Based Event

- Golf Experiences are delivered in groups, with a maximum of 6 participants. This will provide opportunity to socially integrate new golfers into the club and know that they are on the journey with others of a similar ability.



All Areas of the Game

- Golf Experiences are designed so that participants can get an experience of learning all parts of the game and will experience playing golf on the course in a fun team scramble format.



60 Minutes, 90 Minutes or 3 Hour Duration

- Golf Experiences can be delivered over 60 minutes, 90 minutes or 3 hours depending on the needs of you and your club. Participants will have the opportunity to learn some of the skills they will need to play golf, and crucially have the opportunity to play on the golf course in a fun team scramble, to give them a taste of the real game of golf.



Aimed at Learn to Play Golf Golfers

- Golf Experiences are aimed at new golfers who have little or no previous experience of playing the game and are therefore at the same stage of their journey.

Purpose of the Experience Day

The Golf Experience Days should aim to provide a great way to convert more customers and non-golfing members into the 3 Level Learn to Play Golf Program. Therefore the structure of the Golf Experience event has been built to provide the following to those that attend...



Provide A Welcoming Environment

- Your Golf Experience will be the first taste of golf for many of your participants, therefore delivering a welcoming and friendly environment will put them at ease. Through their experience they will be more likely to convert into future programming you offer.



Fun and Memorable Experience

- The purpose of the Golf Experience is not to provide lots of technical instruction. You should aim to keep your Experience Day fun and highlight the moments that will keep your customers coming back for more.



Create New Social Connection

- Keeping the Golf Experience social and informal will help to form friendships between participants. The games based structure will allow for collaboration, and the friendships formed will encourage the group to move to the next stage of learning together.



Showcase Your Offering

- The Golf Experience Day will offer a great opportunity to showcase your coaching, the facilities available and an insight into life at the club.



Chance to Build a Relationship

- The nature of the event, the duration and the informal environment will give you ideal chance to get to know the each customer and build a relationship with them, that will develop trust, openness, confidence and an ongoing relationship.



Direct their Journey

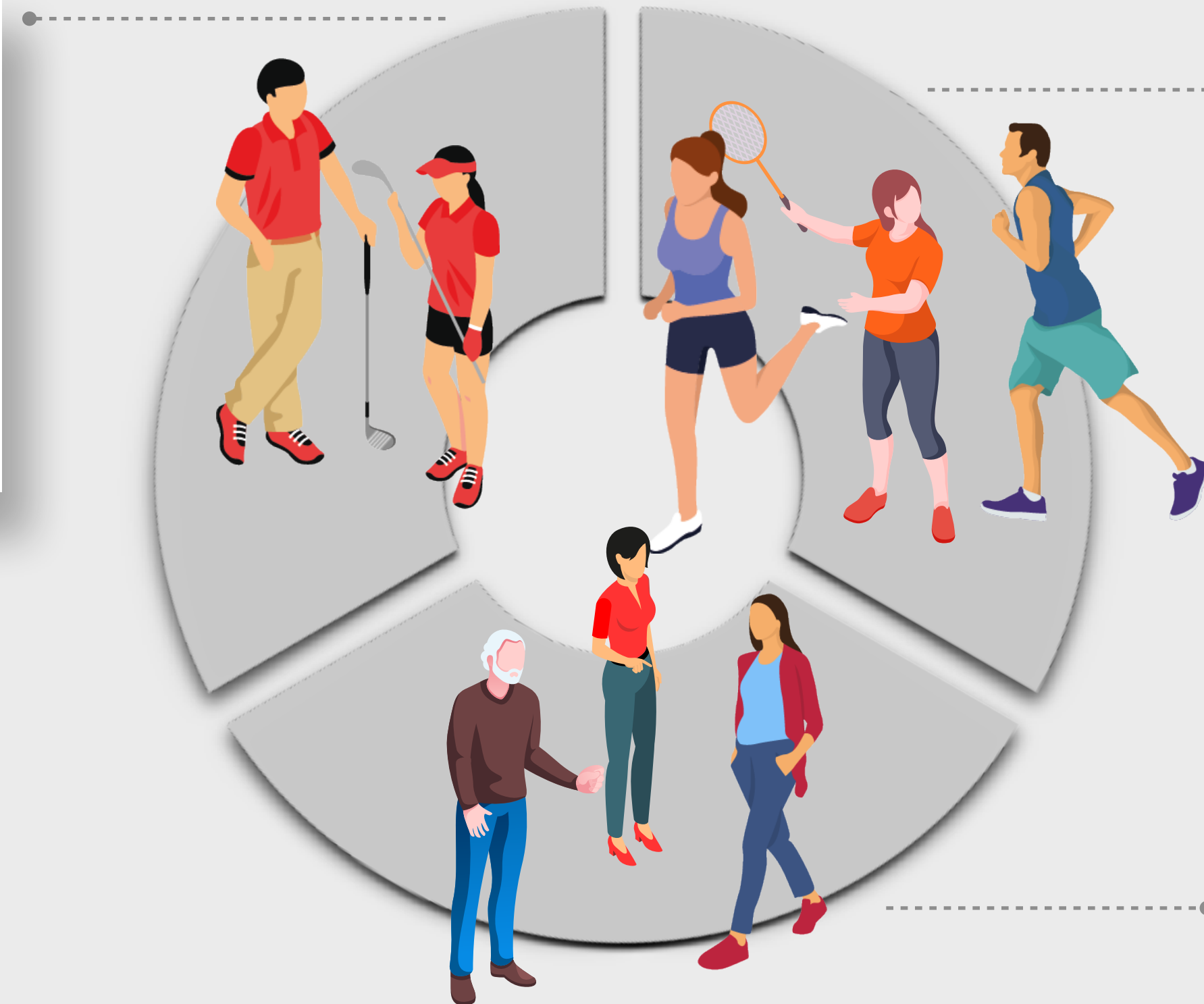
- At the end of the Experience Day, you will have all the information you need and can direct the students to either the Learn to Play Golf Program or Private Lesson Programs in Phase 3 of the Coaching Pathway and outline how the Social Programs can compliment their experience.

Target Customers

The Golf Experiences Days are built to engage and convert new golfers into your coaching offering and activities at the club. Therefore it is vital that your marketing activities and conversations you are targeted towards capturing interest in those suite to the events. You should mainly target the following customer types...

Connected New Golfers

You should targeted the experience days towards current members family and friendship circles at your club. This is vital for engaging new customers and driving your value proposition to current members which in turn will select back positive to the value you are offering your club.



Members Looking to Upgrade

You should aim to reach, activate and inspire members from within other sections of your club to start the game, learn and ultimately have the tools they need to upgrade their membership.

Un-Connected Non Golfers

The experience days will be attractive to new golfers in your local community without any connection to the club. This will help to drive new membership growth, widen your reach in the local area and inspire these participant's golfing connections to join in.

Golf Experience Event Types

Golf Experiences should be delivered over 60 minutes, 90 minutes or 3 hours depending on the needs of you and your club. The exact content of each of these options will vary, however each experience day event type should include the ability for those attending to experience learning every area of the game, gain an introduction to the golf course and create new social connections...

The 60 minute Golf Experience includes learning around the green, on the green, and swing skills as well as fun course walk on a single hole.

The 90 minute Golf Experience includes learning around the green, on the green, swing skills as well as playing the golf course over a single hole in a fun scramble format.

1 Experience Day - Event Plan

Experience Day Event Plan 60 Minutes

The 180 minute Golf Experience includes learning around the green, on the green, and swing skills as well a 60 minutes of on course time in a fun scramble format.



1 Experience Day - Event Plan

Experience Day Event Plan 90 Minutes



1 Experience Day - Event Plan

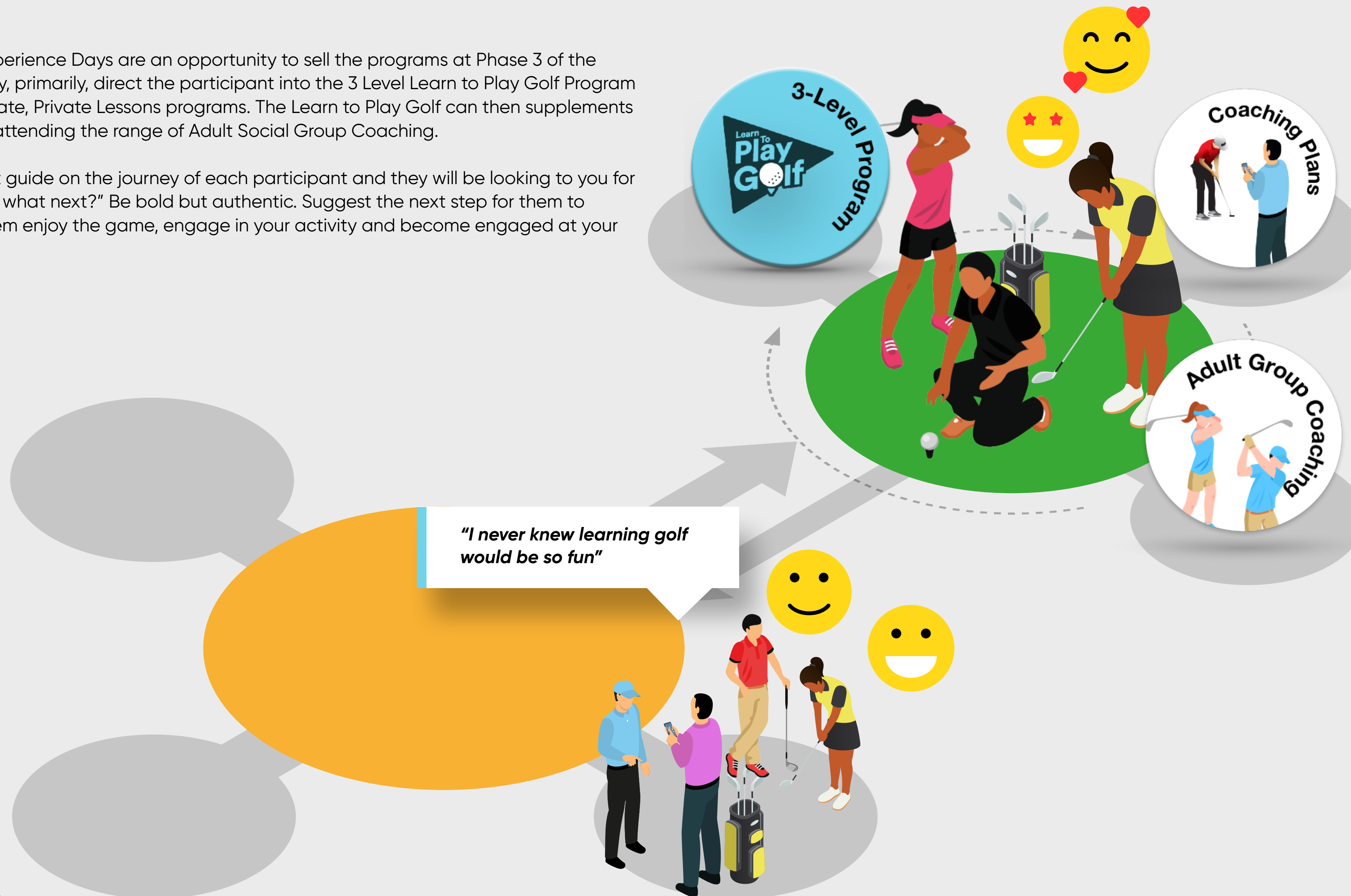
Experience Day Event Plan 180 Minutes



The Output of a Golf Experience

Ultimately, The Experience Days are an opportunity to sell the programs at Phase 3 of the Coaching Pathway, primarily, direct the participant into the 3 Level Learn to Play Golf Program or where appropriate, Private Lessons programs. The Learn to Play Golf can then supplement their learning by attending the range of Adult Social Group Coaching.

You are the expert guide on the journey of each participant and they will be looking to you for the answer to, "so, what next?" Be bold but authentic. Suggest the next step for them to ultimately help them enjoy the game, engage in your activity and become engaged at your club.

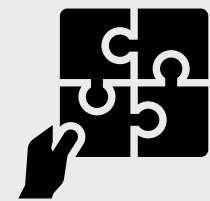


Scheduling and Pricing Your Experience Days



Scheduling Overview

We understand that each club and coaching business is different in regards to access to facilities and the size of the coaching team. Therefore this will influence the size and frequency of Golf Experience Days you can offer. However, there are some crucial scheduling recommendations to make the programs a success and this includes...



Link to 3 Level Learn to Play Golf Program

- As Golf Experience Days are there to drive new participants into your 3 Level program, the scheduling of your events must link to these program opportunities at your club.



Flexibility for You

- To make your Golf Experiences a success, you will need to decide on the frequency and total number of experiences you offer, the number of participants that can attend and the time and day you run the Golf Experiences.



Accessibility for Participants

- When scheduling your Golf Experience Days, consider linking these directly to the days in which your Level 1 program classes are running to maximise conversion.



Scheduling through GLF. Connect.

- All Golf Experience events should be scheduled and bookings processed through your GLF. Connect system. This will ensure that you can add value to the customers experience, track your events sign ups, engage with participants and measure the events success.



60 Minutes, 90 Minutes or 3 Hours

- Golf Experiences can be delivered over 60 minutes, 90 minutes or 3 hours depending on the needs of your business and club. The supporting resources and pricing model have been built with this in mind and it is important that you follow this duration when scheduling your events.

Scheduling Link to the 3 Level Learn to Play Golf Program

As Golf Experiences are there to drive new participants into your 3 Level Learn to Play Golf program, the scheduling of your events should link to the themed class opportunities at your club within level 1 of the program. To make these experiences a success and have an impact on your program, there must be a next step for participants following the event.

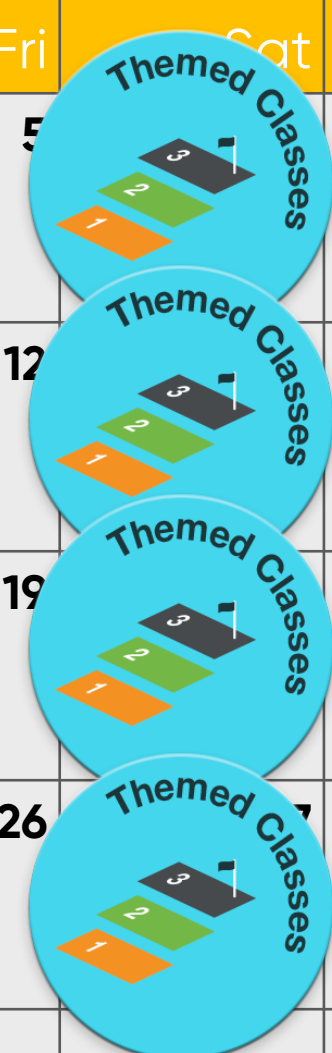
The example below shows the Introduction Themed Classes at Level 1 are scheduled on Saturday's at 3pm. Two Experience Days are scheduled in in the previous month to drive participation into the program...

**Learn to Play Golf Program
Level 1 Weekly Themed Classes
are running on a Saturday at
3pm.**

Two Experience Days are scheduled on a Saturday 4 and 2 Weeks Prior to the Learn to Play Golf Program Level 1 Week 1 class.

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
	5	6	7	8	9	10
	12	13	14	15	16	17
	19	20	21	22	23	24
25	26	27	28	29	30	31

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

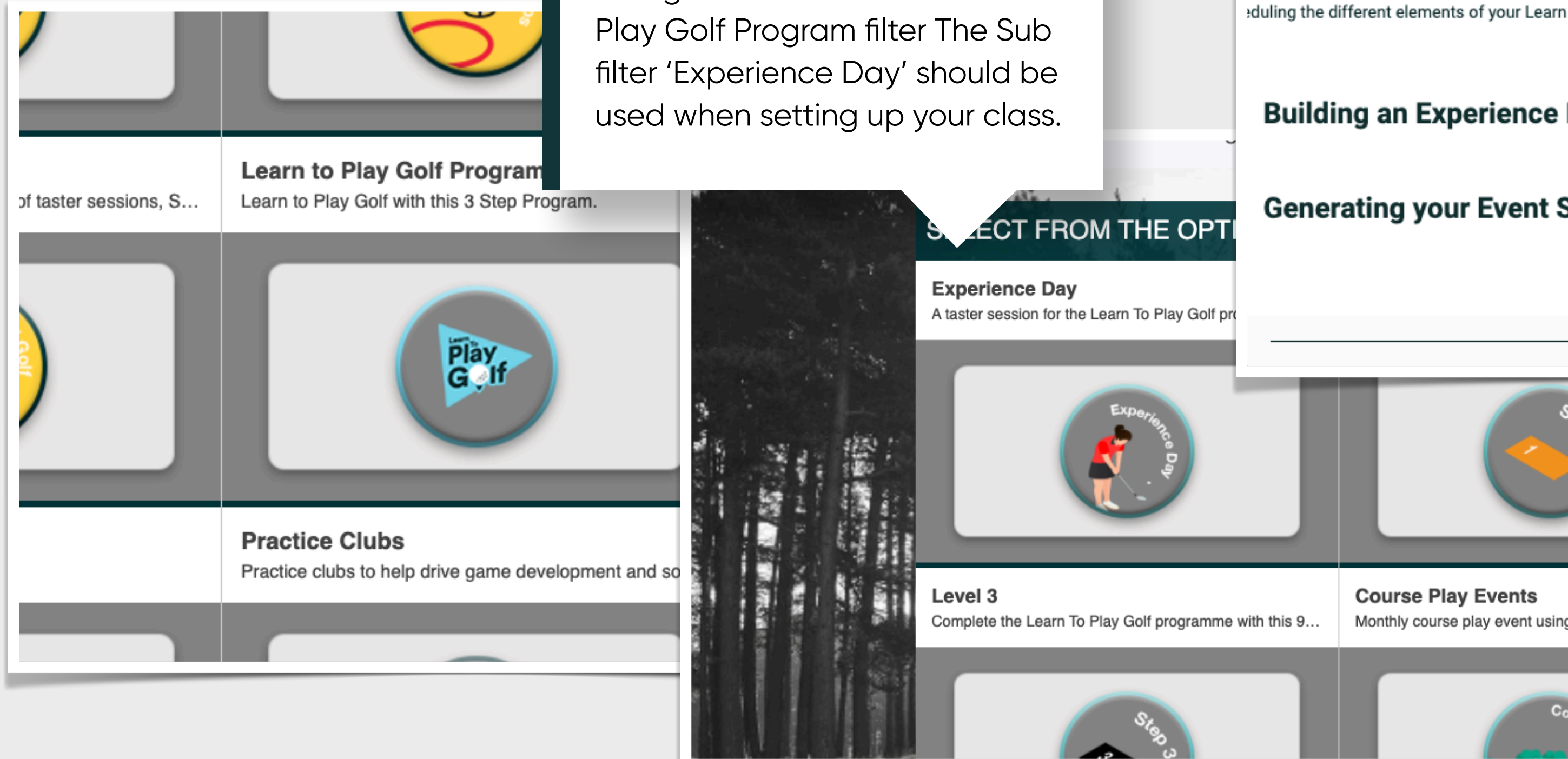


Scheduling via GLF. Connect

All Golf Experience events should be scheduled and bookings processed through your GLF. Connect system. A program booking filters has been created for you on your system and the GLF. Connect Support Team has built a range of training material to help you get the event scheduled correctly....

Further training is available from the GLF. Connect support team to help you setup your event correctly within the Support and a specific training video is available within the Scheduling section on the Coaches Toolbox Golf Experience Day page.

The Experience Day Event should link directly to the Learn to Play Golf Program, and therefore it is categorised under the Learn to Play Golf Program filter The Sub filter 'Experience Day' should be used when setting up your class.



Scheduling Resources

Scheduling the different elements of your Learn to Play Golf Experience Day with the support videos below built from the GLF. Connect Support Team!

Building an Experience Day Event on GLF. Connect



Generating your Event Short Link



Pricing your Experience Day

The price of your Golf Experience Day will vary depending on a number of factors that will be specific to your coaching business and club as well as the duration that you decide to offer. You also need to consider that golf experiences are designed to engage new golfers into your programs and therefore should be a low barrier to entry program.

When pricing your event we recommend that you consider the following...

Example
\$150 per person



Running a Golf Experience



Flow of the Day

The Golf Experience is all about inspiring new golfers to fall in love with the game. We want them to leave the event having developed a love for the game and a level of confidence being at the club. Participants should leave knowing the steps they need to take to become a golfer and full member at your club. The day is also about experiencing all parts of the game, and what they will learn on the 3 Level Program. The flow of the day is as follows:



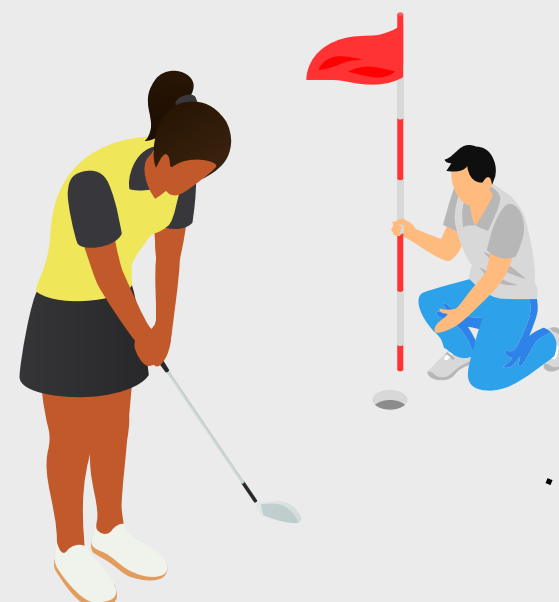
Welcome

Your Golf Experience starts by welcoming your participants. Outline the flow of the event. Explain the aim of the game of golf, and set expectations for learning the game.



Swing Tuition

Head to the driving range and introduce the different clubs used, help develop their fundamentals and understanding strike, how to control direction and distance.



Chipping and Putting Tuition

Head to your putting green and short game area and introduce chipping and putting skills

A great opportunity to play some fun team based games across these skills and develop participant's fundamentals.



Team On-Course Experience

Give your participants a real sense of the game by heading to the course for a fun team scramble using your adapted golf course to ensure the experience is developmentally appropriate. Walk a hole with your participants during the 60-minute event.



Award Ceremony & Promotional Activity

Bring your event to a close with a short prize presentation and take the opportunity to engage with participants on their next steps to becoming a golfer.

Scheduling on the Day

You have the flexibility to schedule your Golf Experience Day at a time and date to suit your business and club. The Golf Experience are recommend to run for 3 hours, 90 minutes or 60 minutes. All these durations give you enough time to cover all of the elements. You need to consider access to the course at your club to enable you to run the Fun On Course Scramble element which is crucial to the success of the day and experience of your participants.

An example of the event timetables are as follows:

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1		3
6	5	6	7	8	9	10
13	12	13	14	15	18	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Golf Experience Day - 180 Minutes

Time	Activity
9am - 9.15am	Welcome / Meet and Greet
9.15am	Swing Tuition
10am	Chipping and Putting Tuition
10.45am	Team On-Course Experience
11.45am	Award Ceremony and Promotional Activity
12noon	Finish and Tidy Down

Golf Experience Day - 90 Minutes

Time	Activity
9am - 9.15am	Welcome / Meet and Greet
9.15am	Swing Tuition
9.35am	Chipping and Putting Tuition
9.55am	Team On-Course Experience
10.15am	Award Ceremony and Promotional Activity
10.30am	Finish and Tidy Down

Golf Experience Day - Sunday 12th March 2023 60 Minutes

Time	Activity
9am - 9.15am	Welcome / Meet and Greet
9.15am	Swing Tuition
9.30am	Chipping and Putting Tuition
9.45am	Walk a Hole on the Course
9.50am	Award Ceremony and Promotional Activity
10am	Finish and Tidy Down



Included in the Event Plans

To help you plan and run your Experience Day, you can access downloadable event plans via the Coaches Toolbox on the Golf Experience Event page. You can view these via the Hub or download them to your device across the event durations.

This event plans include:



Event Layout and Setup

- This section of the event plan will provide you with a recommendation of how to layout each section of your event to ensure it is delivered safely and meets the delivery of the learning outcomes.



Equipment You Need

- Each event plan will list the specific equipment required to deliver each session within the Experience Day.



Event Timetable

- The timetable provides you with an overview of what is delivered in the event and how the event is broken down across the duration.



Technical Guidance

- You will be able to access technical guidance for each part of the Experience Day event. This will help you to deliver to your group technical help across each of the skill areas.



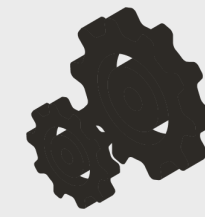
Game Cards

- Each class plan includes game cards that participants can attempt with a partner during the event to add an engaging, fun and competitive element to the event.



On Course

- Golf Experiences provide access to the golf course in a fun team-based format and the event plan includes a guideline of how to run the On Course Team Scramble.



Whole Golfer Resource

- The event plan includes ideas for what you can cover during the event relating to the Whole Golfer Learning outcome that is central to the Learn to Play Golf Program.



Learning the Game Resource

- You will also be able to explore elements of the Learning the Game learning outcome within your event and ideas for what to cover.

Final Thoughts

The success of the Golf Experiences and the conversions from the event into your Learn to Play Golf program will be driven by the participant's experience on the day. We are aiming to provide you with all the tools you need to make it a success but you have a critical role to play in delivering a great experience for those who attend. Remember the following when implementing the event at your club:



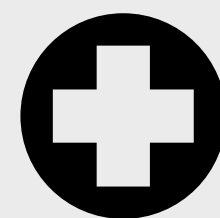
Make the Day Fun

- These days are all about creating memorable positive experiences for the participants, to inspire them to sign up to the Learn to Play Golf program, engage in club activities and membership. Don't get too focused on improving technique. Keep the day lighthearted and fun!



Create a Welcoming Environment

- The events are a shop window for participants into life at your club and your coaching programs. Strive to ensure that all involved create an environment and atmosphere that allows the participants to be confident and comfortable at the club.



Keep it Safe

- Nothing will do more damage to the success of the day like a perception that the environment isn't safe. Always keep this in mind so you can create a sense that activities at the club are always delivered with the welfare of participants in mind.



Harness Social Connections

- At any time when participants get to interact with one another, you play a crucial role in helping to drive the connections between individuals and open up these opportunities outside of the program.



Keep it Inclusive

- Remember that there may be a range of ages, abilities and experiences attending your Golf Experience. Therefore make sure that the flow of the day is as inclusive as possible for all participants. Focus on creating a supportive atmosphere with team-work at its heart.



Ignite their Enthusiasm

- Ultimately, the participant will want to feel a sense of achievement and that they will enjoy playing the game. You need to ignite their enthusiasm and passion to learn by helping them develop their skills. This will help convert them into your Learn to Play Golf program.



Be Prepared

- Preparation will be key to the successful delivery of your event. Not only will this help you enjoy the event, but it will also create a great image of you and your club. You also need to make sure you have all the information you need to convert participants into your Learn to Play Golf program.

Implementation



Implementation Link to Learn to Play Golf Program

The Experience Day is designed to drive new participants into your Learn to Play Golf Program and therefore the implementation of your Experience Day should run in partnership with the Learn to Play Golf Program. It is important that your Experience Days links to the scheduling of your Learn to Play Golf Program classes. This will ensure that you can promote the program to participants and provide the answer to their question, 'so, what next?'

We recommend that you complete the Experience Day and Learn to Play Golf Program Training in close proximity to one another and then carry out the tasks within the Scheduling and Planning Step by Step Guides immediately after to ensure you can get your program classes and experience days scheduled so they align.



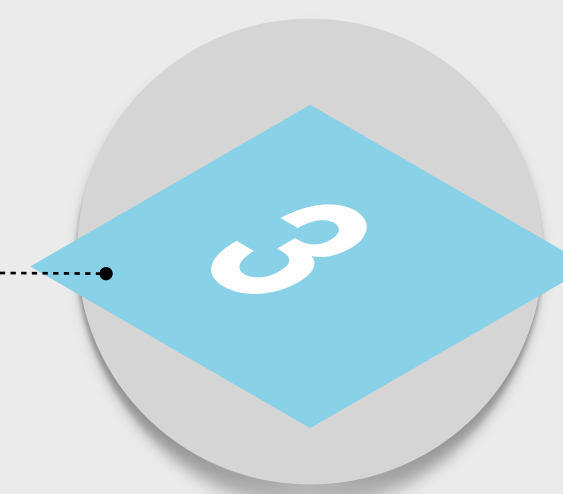
1. Complete Your Experience Day Training

You're nearly there, only a few more chapters to go to complete the Training!



2. Complete Your Learn to Play Golf Program Training

This program consists of a number of training modules and is available with the Learn to Play Golf 3 Level Program section of the Training Hub.

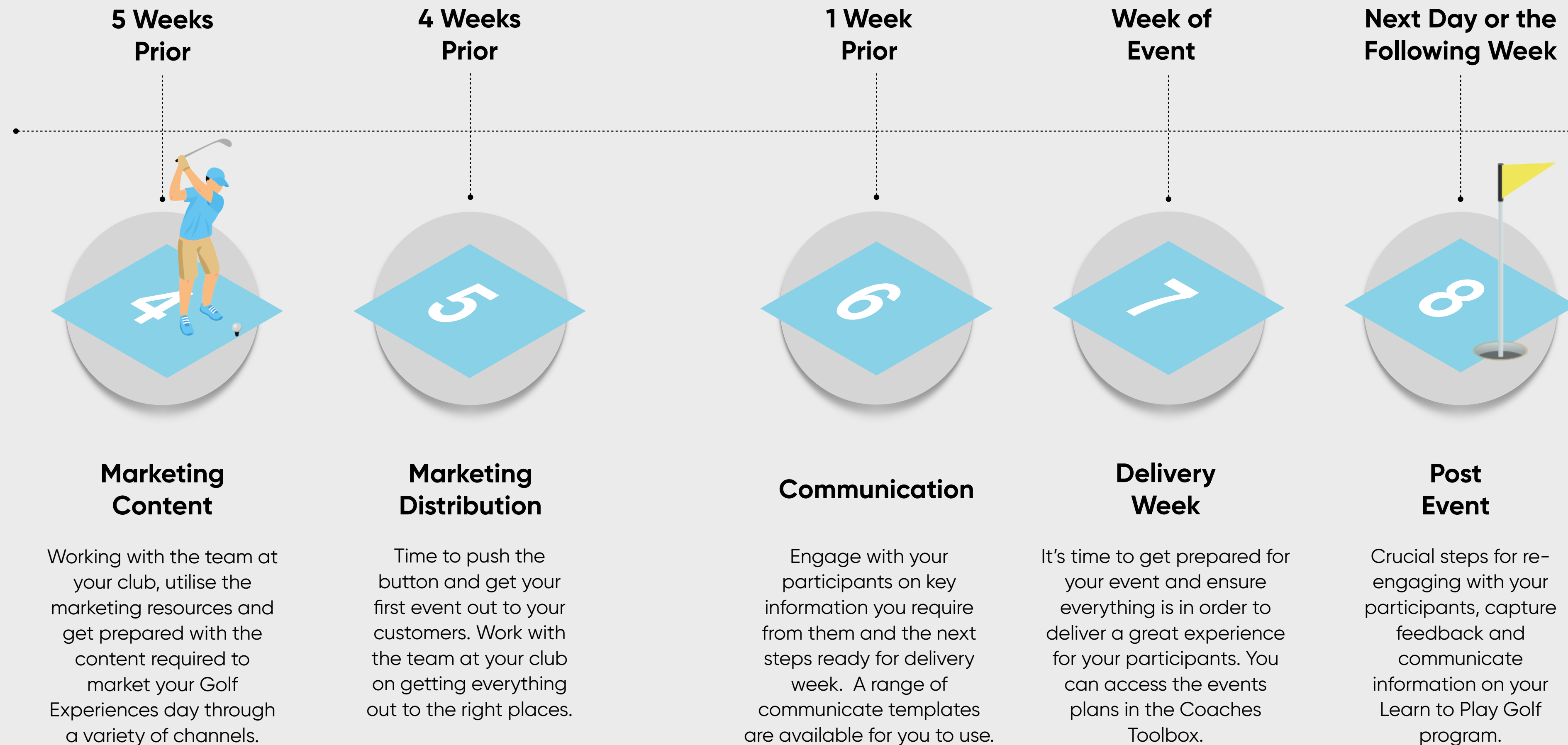


3. Complete the Tasks within Step 1 Scheduling and Planning Step by Step Guides

These tasks will walk you through the key tasks to get your events scheduled and into the GLF. Connect system so that the programs are aligned. We recommend you start this step around 6 weeks prior to your event date.

Implementation of the Experience Day

We recommend that you further Experience Day implementation steps start around 5 weeks prior to the date of the event. This will ensure that you have adequate time to work through each stage of implementation, work with your team, club, and the GLF. Connect support team to make your event a success. The recommended implementation stages are as follows:

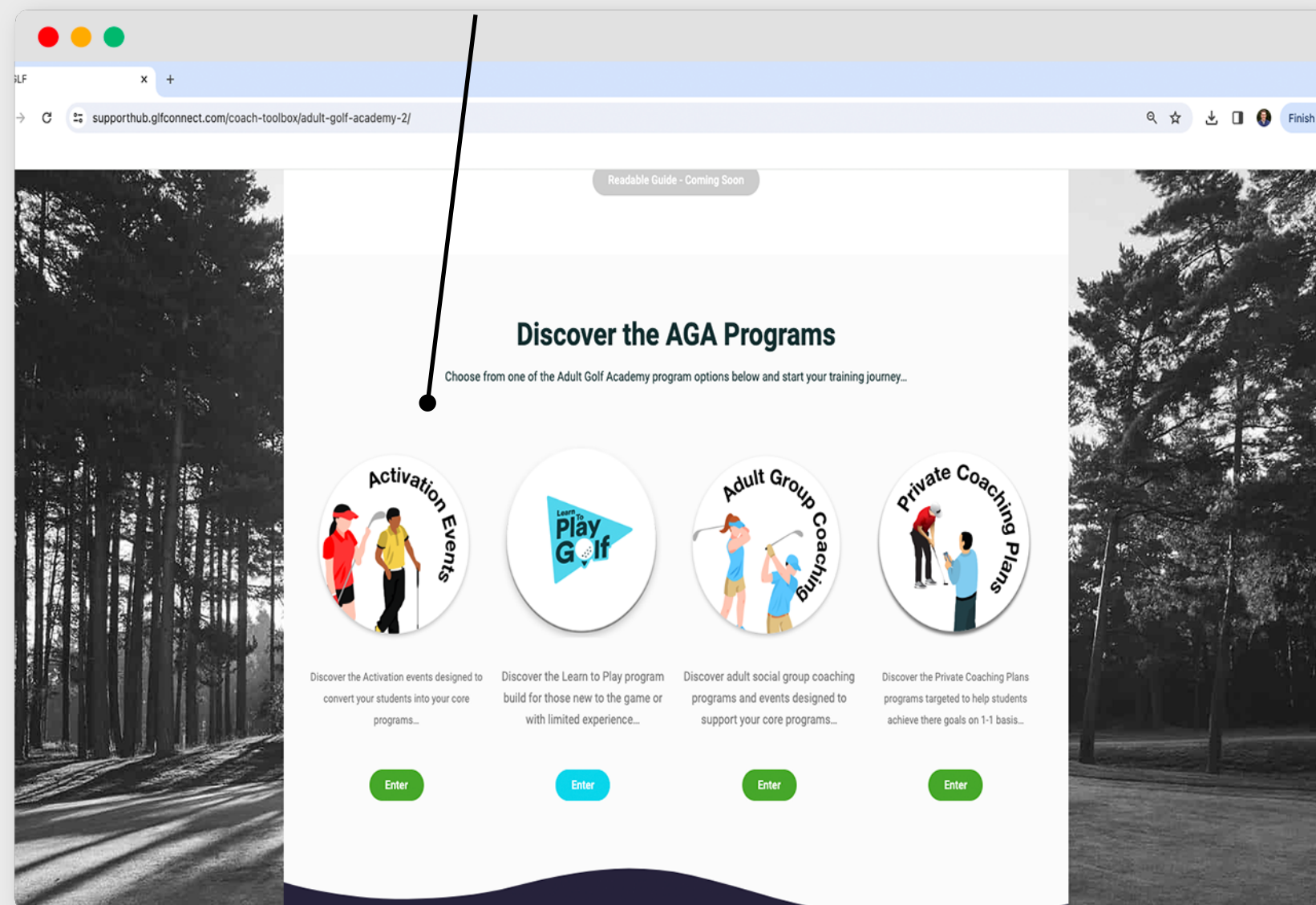


Access Support Via the Coaches Toolbox

Through the Coaches Toolbox on the GLF Connect system, you can access a variety of support resources that are specifically tailored to the Golf Experience Days. We recommend you follow the step by step guides and utilise the resources for each step of implementation...

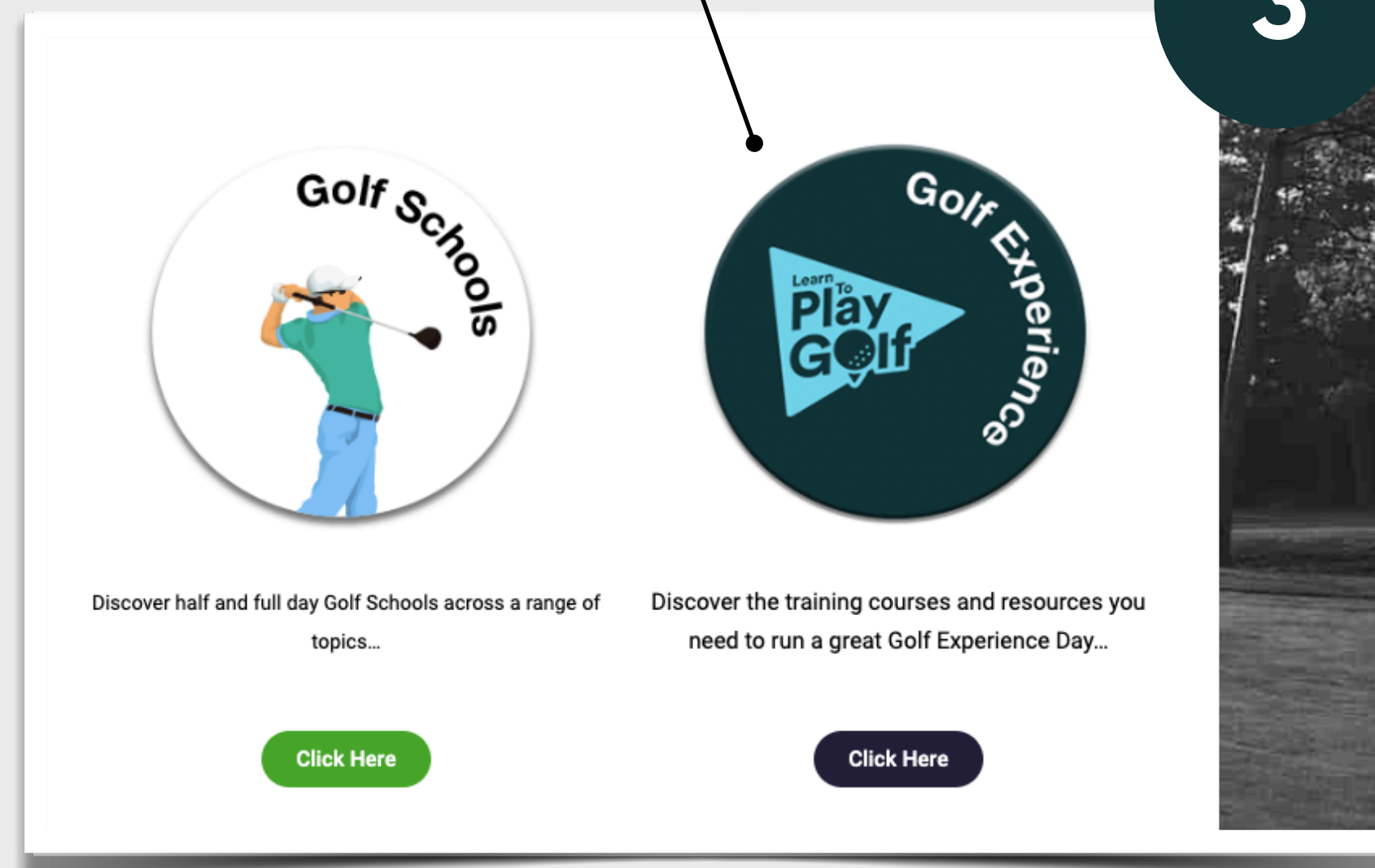
1

Select the Activation Event option from the Adult Academy page:



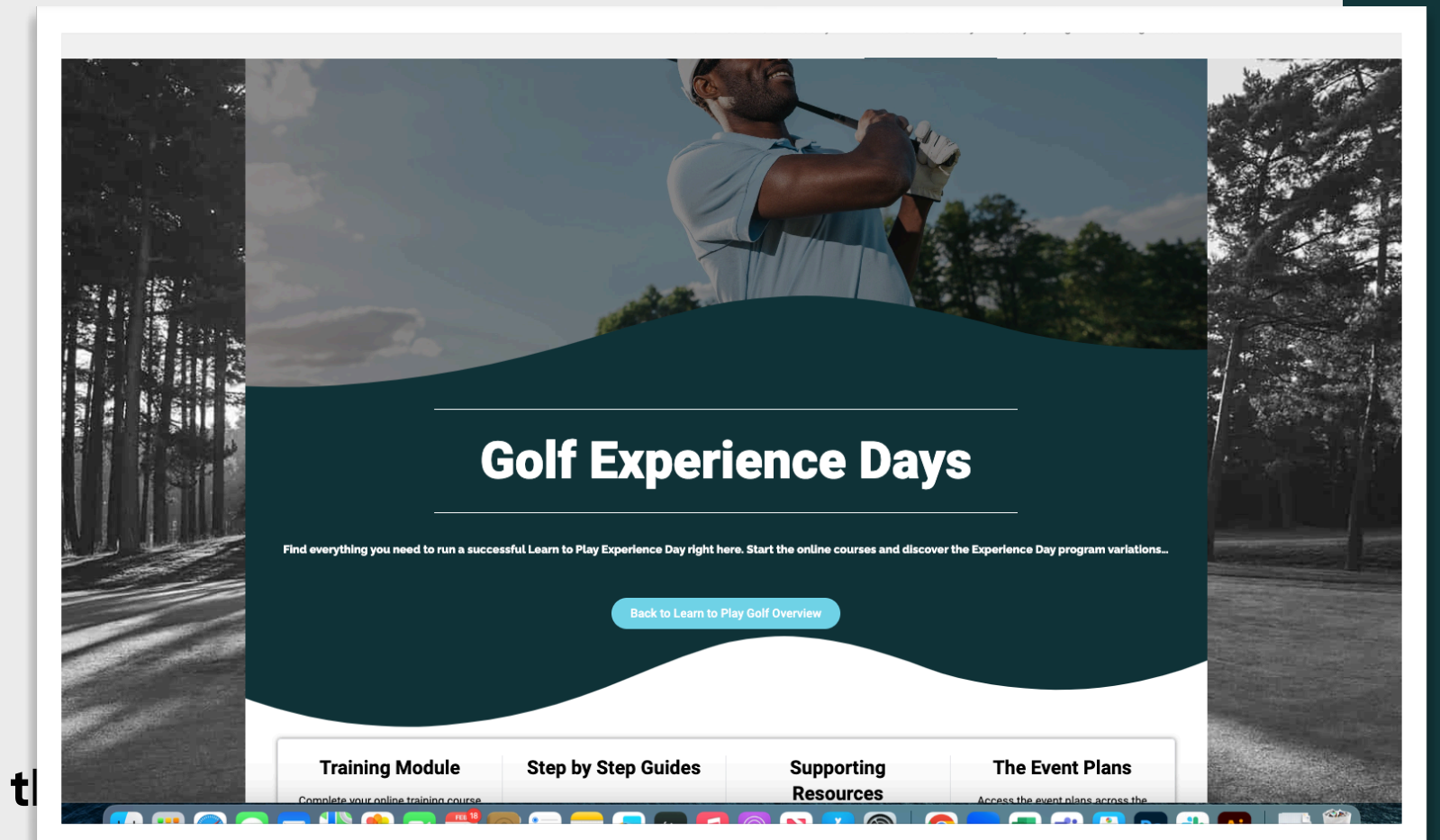
2

Select Golf Experiences on the Selection Page



3

Follow the Step by Step Guides and access the supporting resources.

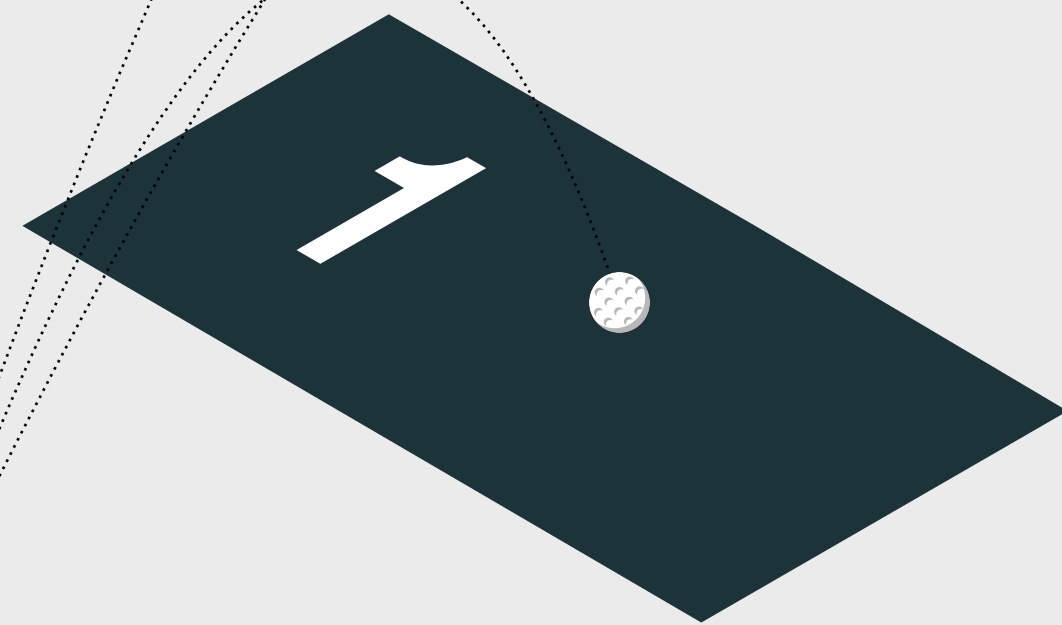
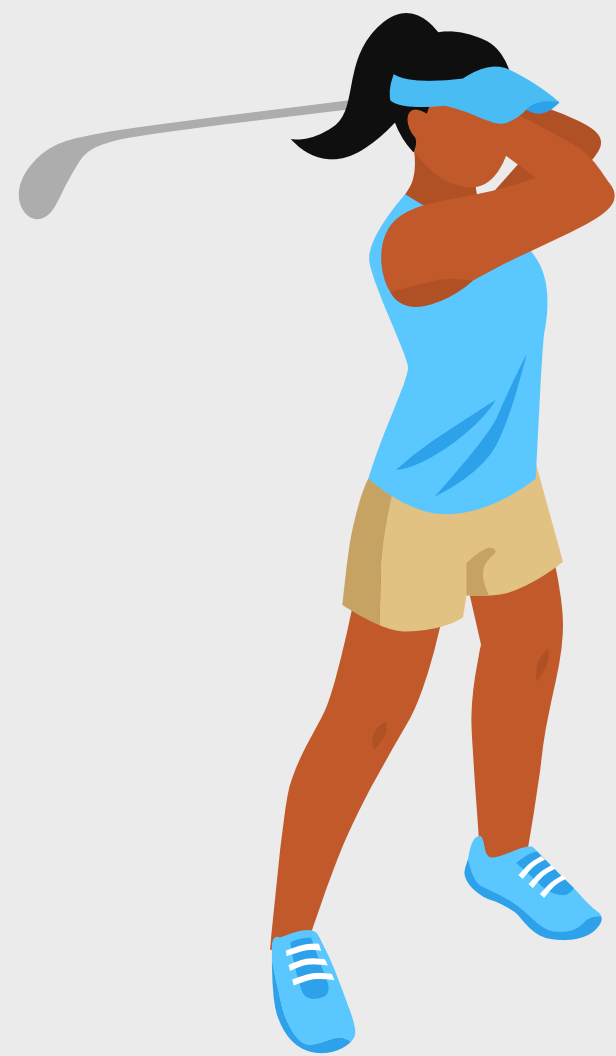


Next Steps



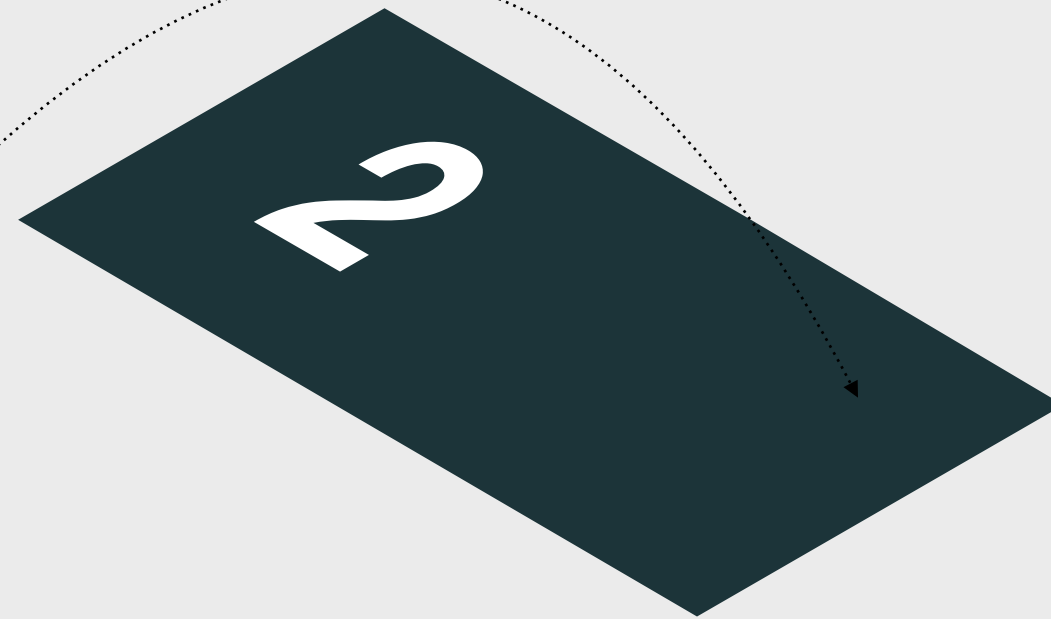
Next Steps

Take the next steps towards a launching your Golf Experience by following the recommend next steps below...



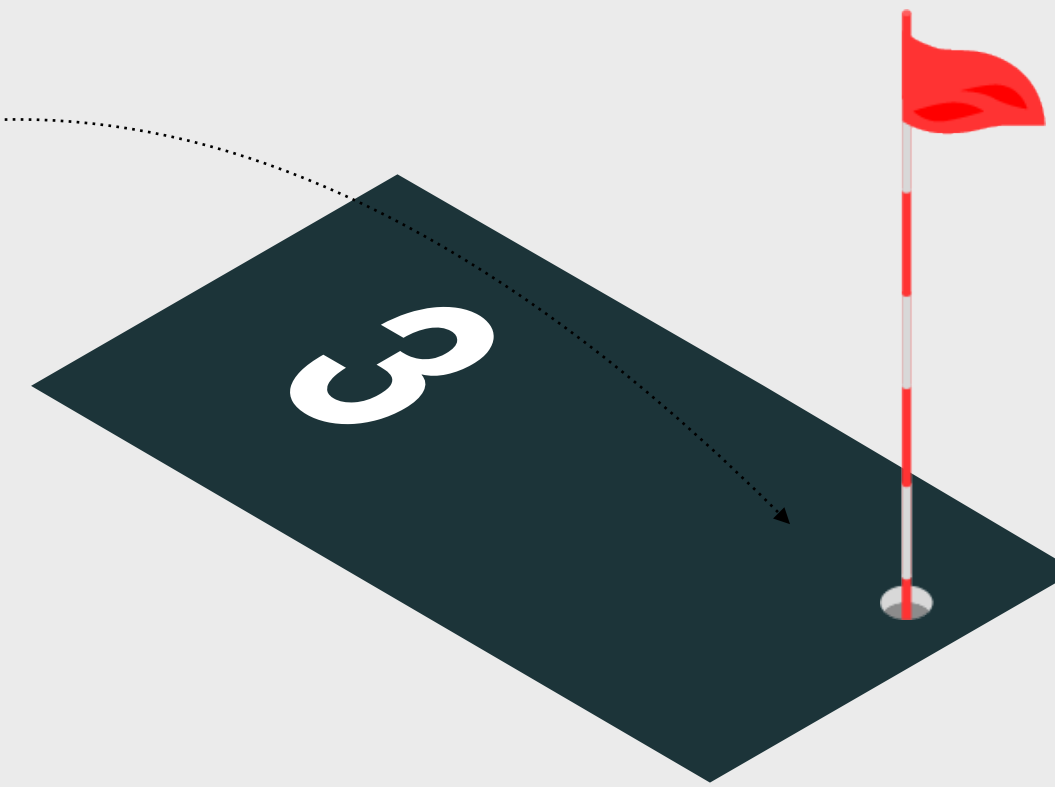
1. Complete your Learn to Play Golf Program Training

- It is vital your Experience Day links to your Learn to Play Golf program. Complete the training modules so you are up to speed.



2. Action the Scheduling and Planning Tasks

- Navigate to the Golf Experience section of the Training Hub and download the Scheduling and Planning Step by Step guide. Complete the tasks to get up and running.



3. Create Your Marketing Content

- Follow the Step 2 Guide 'Marketing Content' and get your marketing content in order and sent to the team at your club ready for pushing the event out to your customers.

Thank you.

Please review the **Step 1 Scheduling and Planning Step by Step Guide** within the **Golf Experience** page of the Training Hub.

