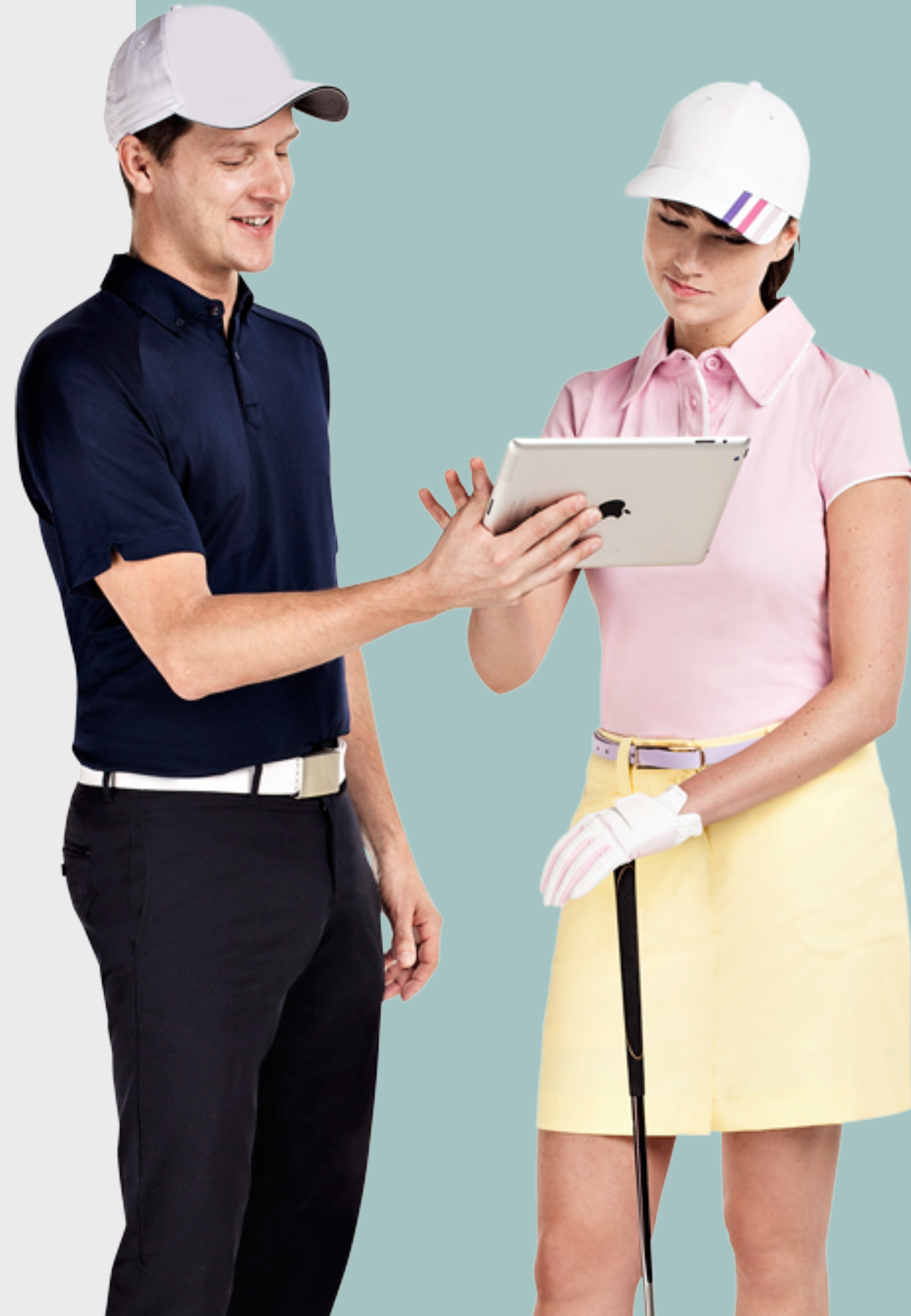


Golf Schools



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Overview



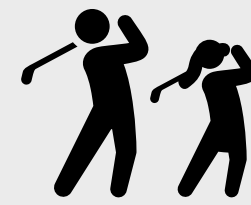
What is a Golf School?

Golf Schools provide customers at your club with an opportunity to develop their skills across a range of coaching-focused events. They are designed to activate your students and act as a building block for further programming at your club. The main elements of a golf school are...



Periodically Scheduled

- Golf schools should be periodically scheduled to suit the needs of your club and coaching team. The golf school you offer will be specific to your facilities, programming, and the needs of your client base.



Group Based Event

- Golf Schools are delivered in groups, with a maximum of six participants. This will provide an opportunity to socially integrate customers at your club while developing their skills.



Half Day or Full Day

- Golf Schools are available in either half-day or full-day options across a range of topics. The half-day options are 3 hours in duration, whereas the full-day option should be delivered over 7 hours, inclusive of a break for lunch.



Chargeable Event

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



Themed Events

- The Golf School options across the two durations are tailored to specific themes within the game. This includes short game, putting, swing, as well as time on the course.



Aimed at Club Ready Golfers

- Golf Schools are primarily aimed at club-ready golfers at your venue and is a building block into further private or group based programming at your club.

Purpose of a Golf School

Golf Schools play a vital role in activating customers and therefore driving them in further programming and activities at your club. The main purpose of golf schools include...



Develop Skills

- Golf Schools are themed to specific topics within the game. They will help customers develop their skills, support additional programming, and drive enjoyment of playing the game.



Showcase Your Offering

- Golf Schools will offer a great opportunity to showcase your coaching, the available facilities, and life at the club.



Create New Social Connections

- Golf Schools are social and informal events that will help form friendships between attendees. The format of the Golf Schools will allow for social connections to be formed at the club.



Direct their Journey

- Golf Schools will provide the ideal opportunity for you to guide attendees to the next step on their coaching journey with you. You can direct them to private programming and adult social group coaching opportunities.



Chance to Build a Relationship

- The nature of the events, the durations, and the informal environment will give you the ideal chance to get to know each attendee and build a relationship with them. This will develop trust, openness, confidence, and an ongoing relationship.



Provide A Welcoming Environment

- Your Golf Schools may be the first taste of learning with you and your coaching team and the club itself, therefore delivering a welcoming and friendly environment is vital. Through their golf school, they will be more likely to convert into future programming you offer.

Target Customers

Golf Schools are designed to target a wide range of customers at your club. However, the exact programs and events you offer, and whom you target them at, will be specific to the needs of you and your club. The programs and events have been designed to suit a range of abilities, experiences, and needs. This may include those looking to develop a specific area of their game, achieve a specific score result, or get to know others with similar motivations.

Broadly, Golf Schools are targeted at the following customer types...

Connected Club Ready Golfers

You should targeted the golf schools towards current customers 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.



Current Customers

You should aim to reach, activate and inspire current customers from within your club to join the golf schools so they can develop their skills, engage with life at your facility and discover what you have on offer.

Un-Connected Club Ready Golfers

The golf schools will be attractive to club ready 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 School Options

The Golf School options are categorized into half-day and full-day options focussed on specific skills within the game. Some of the Golf School options are categorised below across the two durations...



- **Perfect Your Putting** - Three-hour golf school that focuses on improving all on-the-green skills. Suggested content includes techniques, drills, and challenges for short putts, long putts, green reading, and helping your students perform under pressure.
- **Short Game Success** - A three hour golf school that focuses on improving all-around-the-green skills. Suggested content includes techniques, drills, and challenges for chipping, pitching, and bunker play.
- **Unlock Your Game** - A three hour golf school that focusses on improving all skills. Suggested content includes covering putting, chipping and full swing.
- **Confidence on the Course** - A three hour golf school that focusses on improving on course skills. Suggested content includes course management, pre-shot routines, handling awkward lies, shot shaping, and better decision making

- **Short Game Success** - This golf school runs for seven hours, including lunch. This focusses on improving chipping, pitching, bunker play and putting. The on course element in the afternoon utilises the Shotz adapted course tees to provide a great on course short game experience.
- **Unlock Your Game** - A seven hour golf school, including lunch that focusses on each area of the game, as well as benchmarking skills and improving technique. The on-course element in the afternoon includes playing 9 holes on the course.



The Output of a Golf School

Ultimately, Golf Schools are an opportunity to sell the programs at Phase 3 of the Coaching Pathway, primarily, direct the participant into Private Lessons programs and the range of Adult Social Group Coaching opportunities.

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.

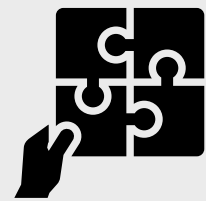


Scheduling and Pricing Your Golf Schools



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 Schools you can offer. However, there are some crucial scheduling recommendations to make the programs a success and this includes...



Utilise the Scheduling Guides

- On the Golf Schools page of the Coaches Toolbox, you can access a step-by-step scheduling guide that will assist you with recommended actions during this implementation phase and this links to a number of supporting resources.



Flexibility for You

- To make your Golf Schools a success, you will need to decide on the frequency and total number of golf schools you offer, the number of participants that can attend, the time and day they run and the specific skill focus of the events.



Accessibility for Participants

- When scheduling your Golf Schools, consider linking these directly to the days in which your Adult Social Group Coaching programs are running to maximise conversion.



Scheduling through GLF. Connect.

- All Golf Schools 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.



Half Day or Full Day Durations

- When scheduling your Golf Schools, it is recommended to schedule them in either a Half Day or Full Day format. The supporting resources and pricing model have been designed with these durations in mind, so it is important to follow this guideline when scheduling your events.

Scheduling Link to Adult Social Group Programs

As Golf schools are there to engage students at your club and coaching service, the scheduling of your events should link to additional programming opportunities at your club. To make these events 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 Unlock Your Game Golf School scheduled on Saturday at 10am and the Become a Tee Shot Wizard Level 1 Graduate Skills Pathway starting the following month on Saturdays at the same time.

**Become a Tee Shot Wizard
Level 1 Graduate starting on
Saturdays at 10am.**

**Two Golf Schools are
scheduled on a
Saturday 4 and 2
Weeks Prior to the
Become a Tee Shot
Wizard Level 1
Graduate program.**

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 School events should be scheduled and bookings processed through your GLF. Connect system. Program booking filters have 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 School page.

Golf Schools durations types are categorised under the Golf School Program filter. When building the Golf School the event name should be specific to the skill focus as well as the date and start time of the golf school.

Scheduling Resources

Get started with scheduling your Golf Schools with the support videos below built from the GLF. Connect Support Team...



Building a Golf School on GLF. Connect

[Click Here](#)



Generating your Golf School Short Link

[Click Here](#)

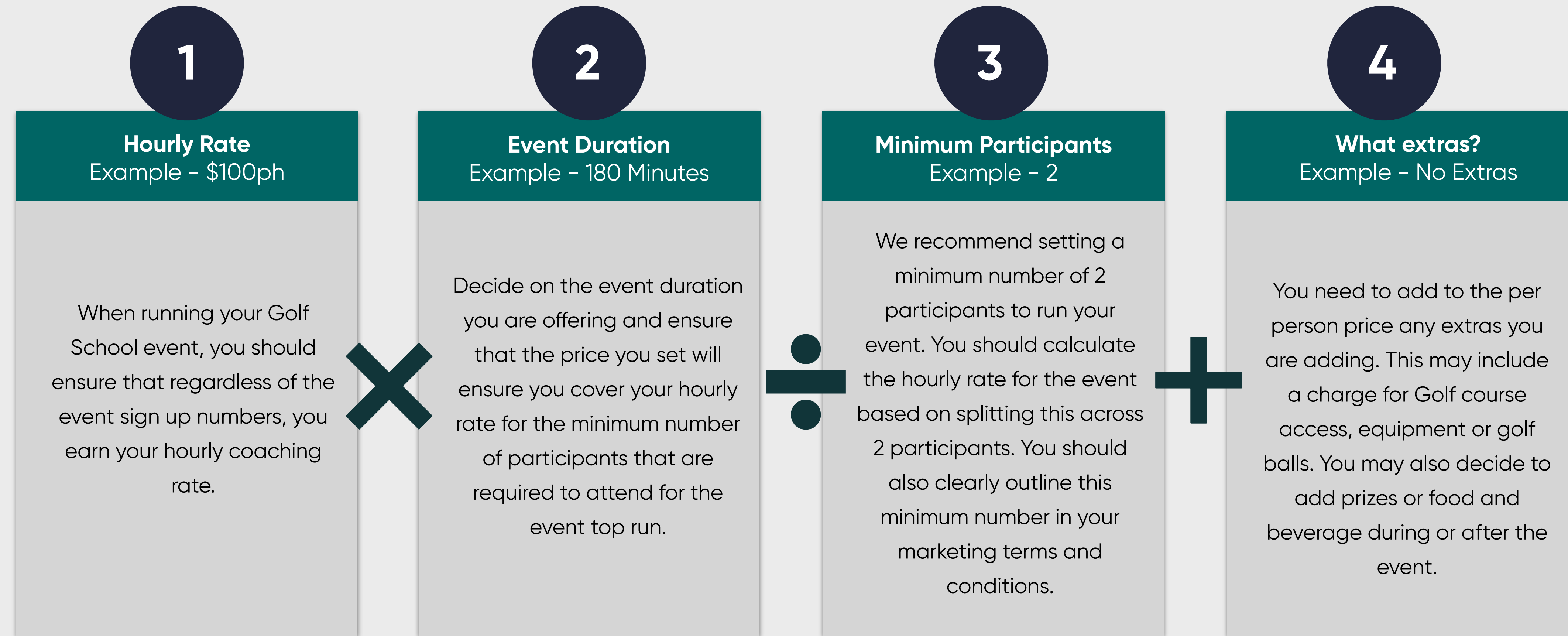
The screenshot shows a web interface for scheduling golf schools. At the top, there's a 'Golf Schools' section with a description: 'Join a half or full day group golf schools covering...'. Below this is a 'Skills Pathway' section with a description: 'Become a Master with our group based program over 3...'. A central navigation bar includes 'Schedule', 'Reports', and 'Bookings'. Below the navigation bar is a section titled 'SELECT FROM THE OPTIONS BELOW' with two main options: 'Half Day Golf School' (described as 'Join a half or full day group golf school covering a rang...') and 'Full Day Golf School' (described as 'Full day golf schools over 7 hours focussing on develop...'). Each option has a corresponding button with a circular icon containing the text 'MASTER CLASSES', 'HALF DAY GOLF SCHOOL', or 'FULL DAY GOLF SCHOOL'.

Pricing your Golf School

The price of your Golf School 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 Schools are designed to engage club-ready golfers into your additional programs and therefore should be a low barrier to entry program and you need to consider this when pricing the event.

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

Example
\$150 per person



Running a Golf School

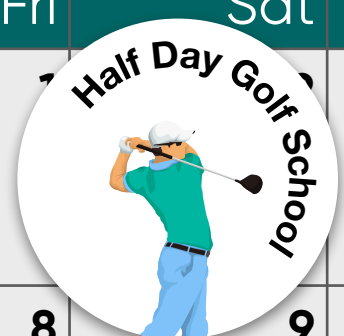


Scheduling on the Day

You have the flexibility to choose the exact golf schools offered at your club. You can select from a variety of themed golf schools available in both the Half Day and Full Day options.

Within the Golf Schools page, you will find an event plan for each golf school option. This plan will include a suggested timetable for the event as well as the content that you can provide. An example of the event timetable for each golf school option is provided...

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



Short Game Success Day Golf School Sunday 2nd March 2024 (3 Hours)

Time	Activity
9am	Welcome / Meet and Greet/Warm Up
9.10am	Putting Skills
10.10am	Mid-Morning Break and Rotater
10.20am	Short Game Skills
11.20am	Short Game Scoring Goal Challenges
11.50am	Feedback and Review
12noon	Finish and Tidy Down

Short Game Success Full Day Golf School Sunday 16th March 2024 (7 hours)

Time	Activity
9am	Welcome / Meet and Greet/Warm Up
9.10am	Putting Skills
10.10am	Chipping Skills
11.10am	Mid-Morning Break and Rotate
11.30am	Pitching Skills
12.30pm	Lunch
1.30pm	Bunker Play Skills
2.30pm	On the Adapted Course
3.50pm	Feedback and Review

Example Flow of the Day

The Golf School is all about inspiring club ready golfers to engage in further programming at your club as well as develop their skills. We want them to leave the event having built new social connections, improved their skills and know the next step for them to continue their journey with you and engage with what is on offer at your club. Provided below is a recommend flow of the day using the timetable of the half day golf school duration...



Included in the Event Plan

To assist you in planning and organizing your Golf School, you can access downloadable event plans through the Coaches Toolbox for each of the event options. Visit the Golf School page and choose the 'Event Plan' section. You can view these via the Hub or download them to your device. These include...



Event Layout and Setup

- The "Event Layout and Setup" section will provide you with recommendations on how to arrange each section of your event, ensuring that it is delivered safely and effectively meets the learning outcomes.



Equipment You Need

- Each event plan will include a list of the specific equipment required to conduct each session within the Golf School.



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

- Technical guidance ideas are provided in the event plan to help you to deliver content to those attending during group discussions and through the golf school.



Games/ Practice Station Cards

- Each event plan includes game cards and practice stations that you can utilise in your event to ensure the event is engaging for your attendees.



On Course

- Your Golf School may offer an opportunity for participants to go on the golf course, depending on the theme and duration of the event. Guidance will be provided in the event plan if this is applicable.



Scoring Goal Challenges

- The plans will include scoring goal challenges that are specifically related to the skills being covered in your golf school. At your discretion, you can choose to incorporate these scoring goal challenges into your event.



TrackMan

- The event plans include specific challenges that can be measured using TrackMan technology. Incorporate TrackMan technology into your Golf School to demonstrate the additional value it offers.

Final Thoughts

The success of the golf school and the conversions from the event into further programming will be driven by the participant's experience on the day. We are aiming to providing 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 venue...



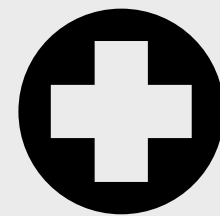
Make the Golf School Fun

- Golf Schools aim to create positive experiences for participants, inspiring them to sign up for further programming, engage in club activities, and maximize their membership. Ensure that you keep the day lighthearted and fun!



Create a Welcoming Environment

- Golf Schools serve as a shop window for participants to get a glimpse into life at your venue and experience your coaching programs. You should strive to ensure that everyone involved creates an environment and atmosphere that allows the participants to feel confident and comfortable at the club.



Keep it Safe

- Nothing will undermine the success of the day more than the perception that the environment is not 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.



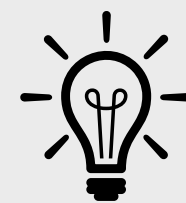
Harness Social Connections

- At any time when participants interact with one another, you play a crucial role in driving connections between individuals and opening up opportunities outside of the program.



Keep it Inclusive

- Remember that there may be a range of ages, abilities, and experiences among the attendees of your Golf School. Therefore, ensure that the flow of the day is as inclusive as possible for all participants.



Ignite their Enthusiasm

- Ultimately, participants should feel a sense of achievement and enjoyment in playing the game. It is essential to ignite their enthusiasm and passion for learning by helping them develop their skills.



Be Prepared

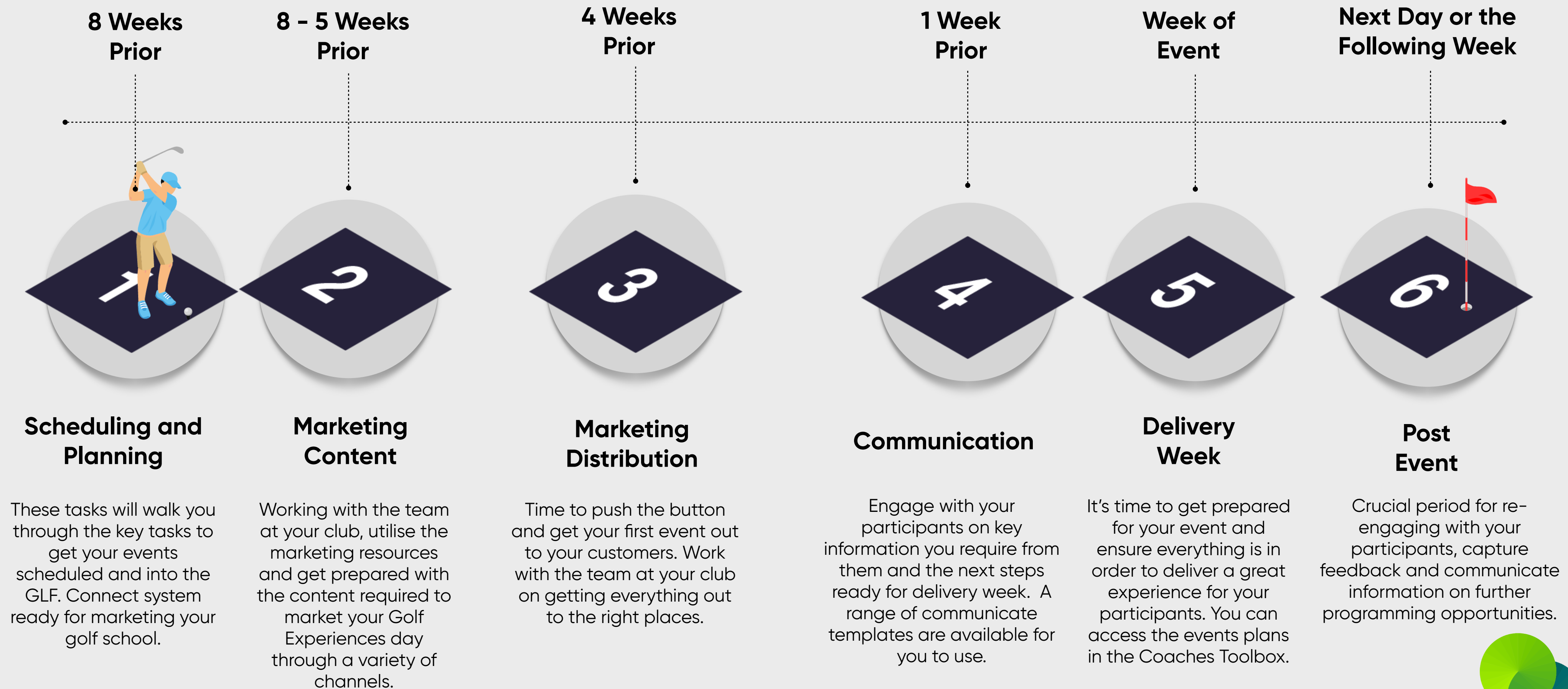
- Preparation will be key to the successful delivery of your golf school. Not only will this help you enjoy the event, but it will also contribute to creating a positive image of you and your club.

Implementation



Implementation of the Golf School

We recommend that you start implementing your golf school approximately 8 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, venue 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 Schools. We recommend you follow the step by step guides and utilise the resources for each step of implementation...

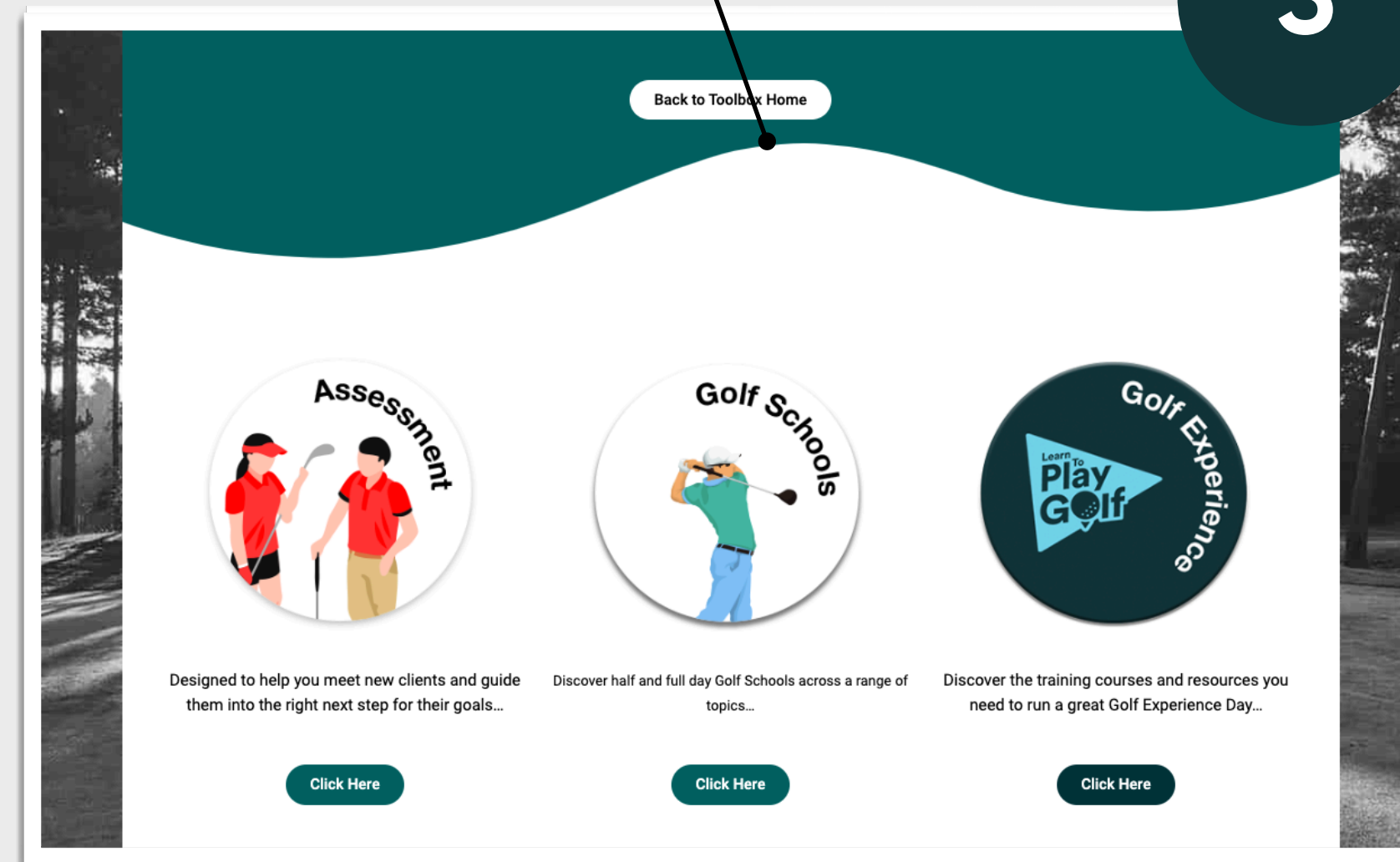
1

Select the Activation Event option from the Adult Academy page:



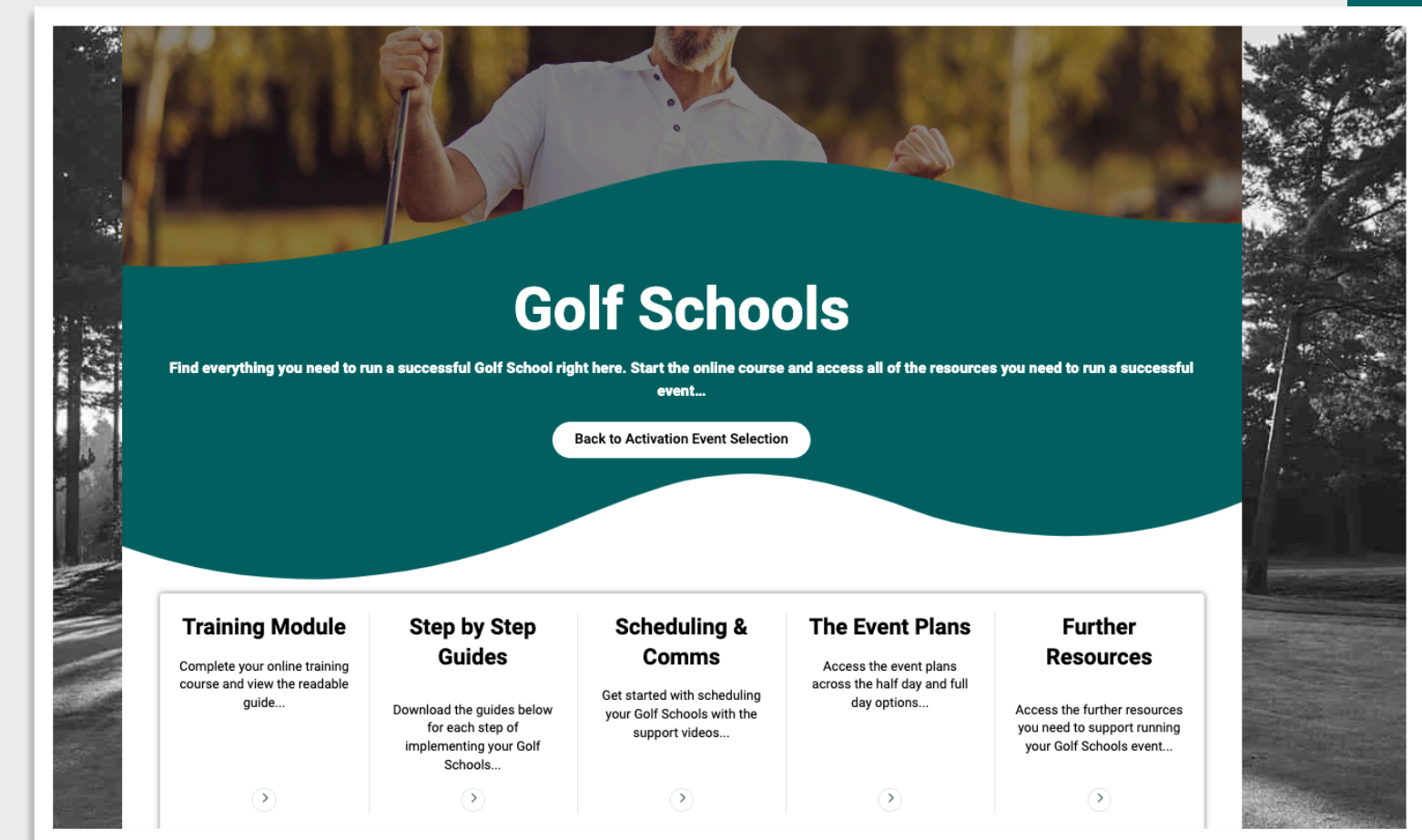
2

Select Golf Schools on the Selection Page



3

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

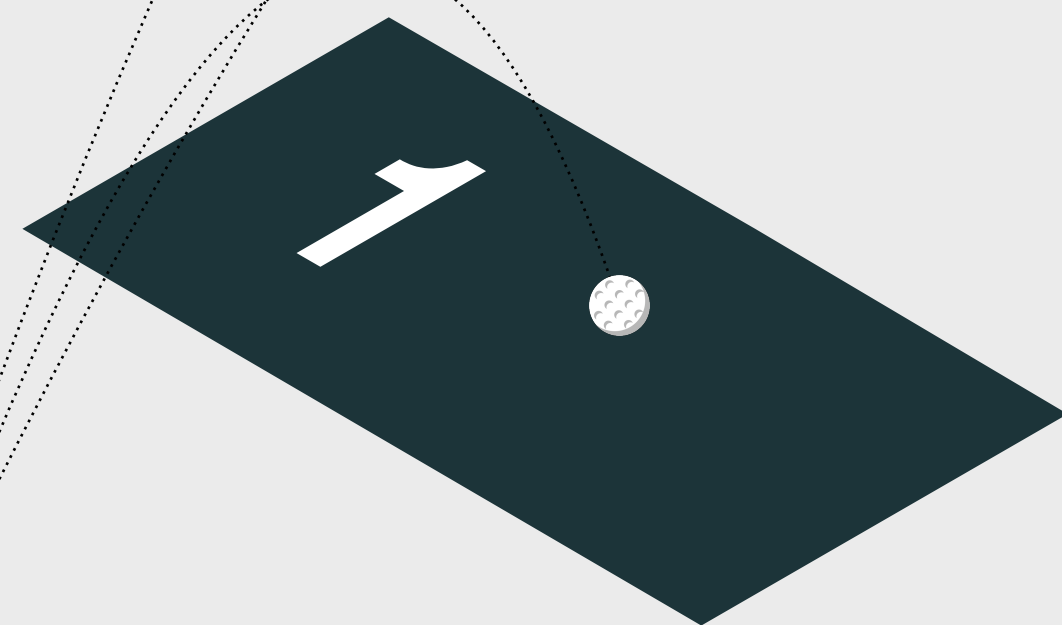
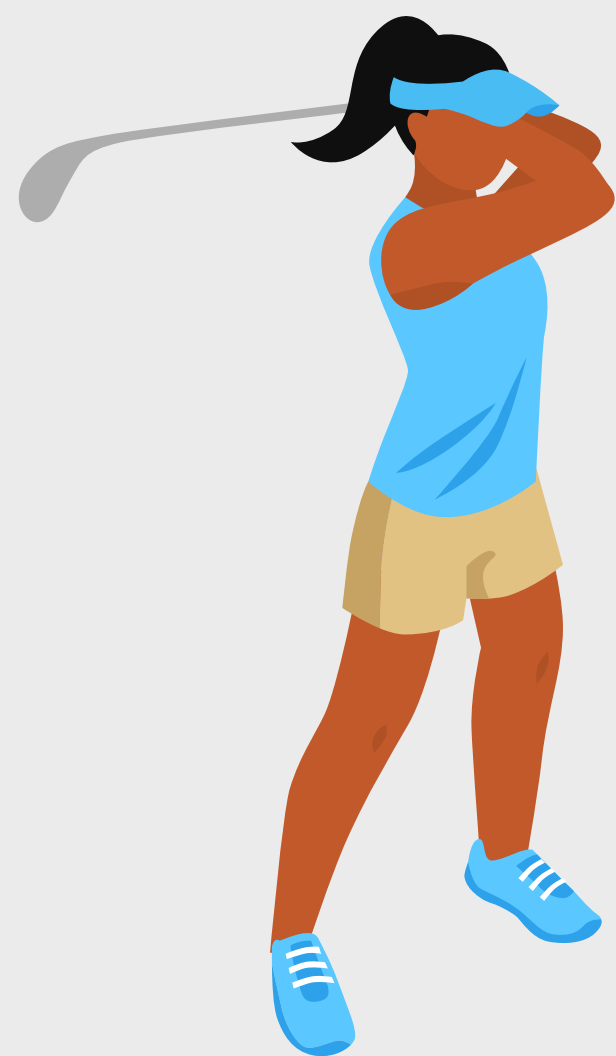


Next Steps



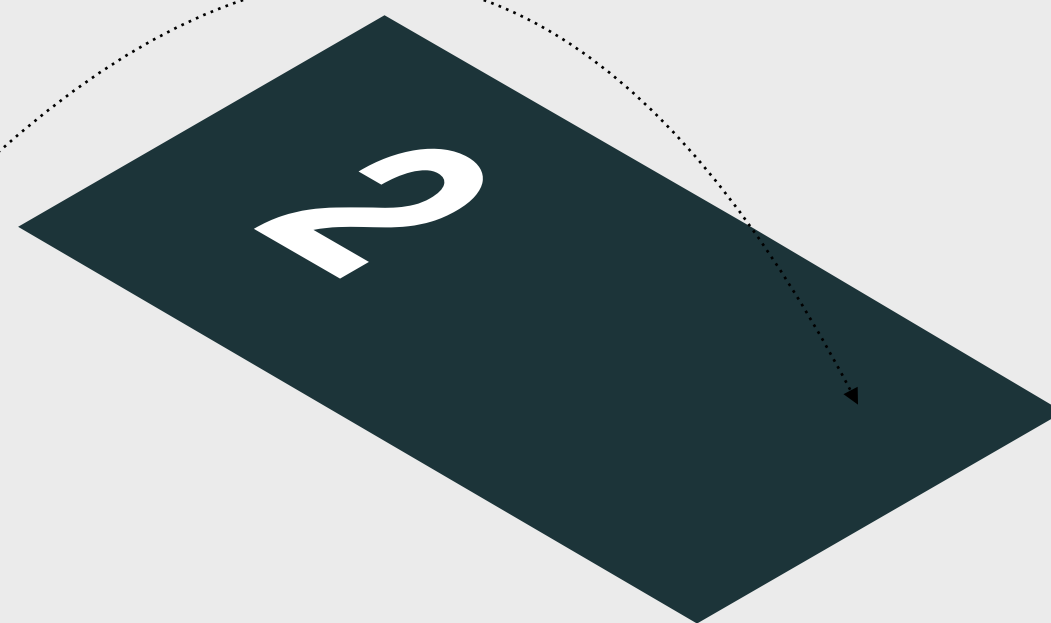
Next Steps

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



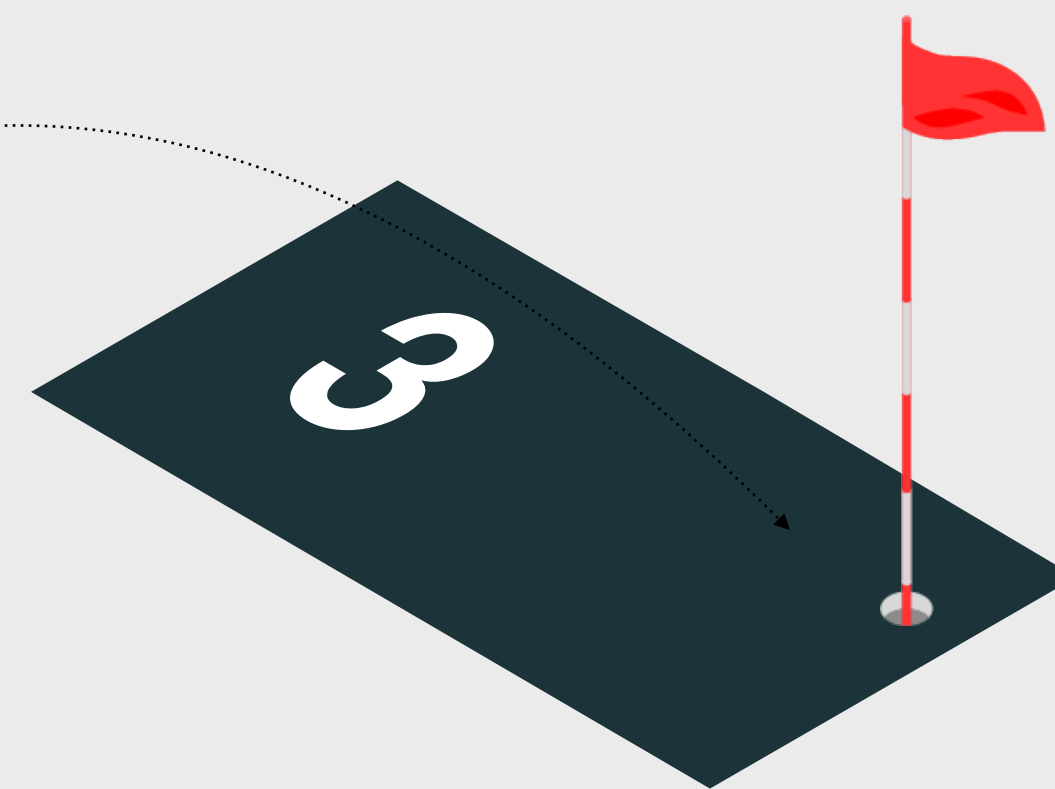
1. Review the Golf School Event Types

- Take a browse through the Golf School duration and event types to find the golf schools you want to implement at your club.



2. Action the Scheduling and Planning Tasks

- Navigate to the Golf School section of the Coaches Toolbox 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 School** page of the **Coaches Toolbox**.