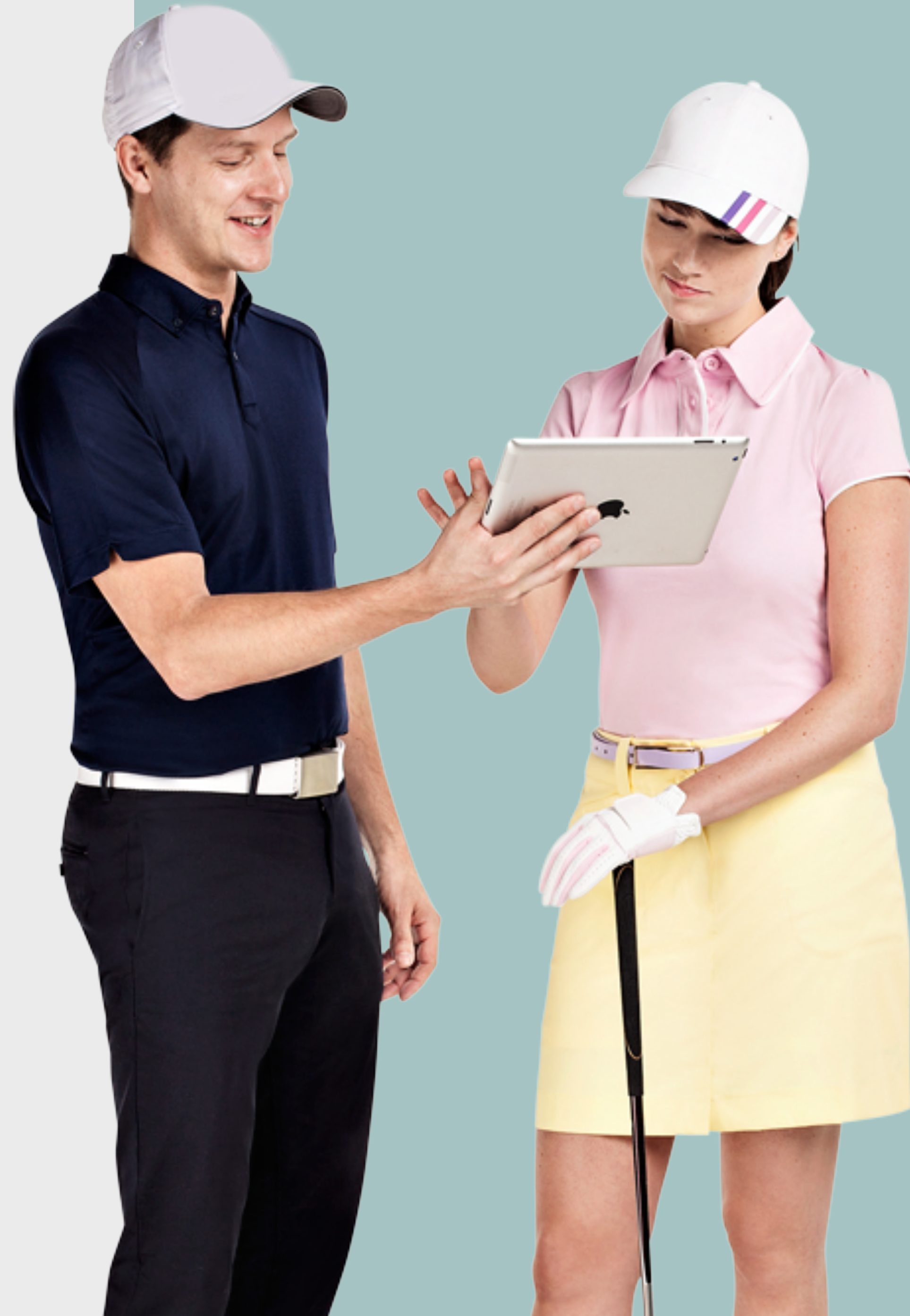


Practice Clubs



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Overview



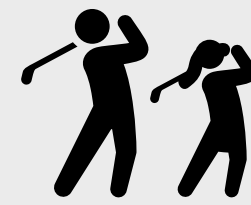
What is a Practice Club?

Practice Clubs are designed to provide a group based opportunity for customers to develop their skills through effective practice and additional access to a coach at your club. Practice clubs are primarily a supplementary opportunity to other programming as well as an added value benefit to private coaching plans....



Consistently Scheduled

- Practice Clubs should be scheduled consistently throughout your program year at dates and times to suit the needs of your club and coaching team. Offering Practice Clubs regularly to your target customers on a consistent day and time will be vital to success.



Group Based Classes

- Practice Clubs are delivered in groups, with a maximum of 12 participants. The larger group size is vital to facilitate social connections, effective practice and engagement by your student database.



60 Minute Duration

- Practice Clubs are recommend to be delivered over 60 minutes regardless of the focus or ability range attending. The provides an accessible opportunity for students to supplement their engagement in other programs and cover all elements of the class.



Chargeable & Added Value Class

- Practice Clubs are recommended to be charged at per practice club price. The fee will depend on your customer demographic and coaching rate. However, you are recommend to provide complimentary access to those on Private Coaching Plans.



Skill Based within Two Categories

- The Practice Club options are designed to target Short Game, Swing and Putting skills in two categories. Categories are targeted at club ready golfers and then those on the Learn to Play Golf (LTPG) program. You should aim to rotate practice clubs around these skills and within each class cover a range of topics and games/ drills targeting specific areas within each skill.



Ability Based Groups

- The exact target demographic of your Practice clubs will depend on the size and type of your student database. You may want to offer broad practice clubs across the skills or those targeted to specific ability based groups.

Purpose of a Practice Club

Practice Clubs play a vital role in activating and retaining your customers and therefore driving them in further programming and activities at your club as well as developing their skills. The main purpose of Practice Clubs include....



Develop Skills

- Practice Clubs are recommend to be themed to three skills within the game, including Swing, Short Game and Putting. It will provide your students with a further opportunity to develop their skills within each area.



Added Value

- Practice Clubs are recommend to be an added value complimentary element built into Private Coaching Plans. It will give students on these programs an opportunity to continue their development under guidance of you and learn ways to practice effectively.



Harness Social Connections

- Practice Clubs are social and informal classes that will help form and strengthen friendships between attendees. The format of the Practice Clubs will allow for social connections to be formed at the club.



Direct their Journey

- Practice Clubs 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 classes and the informal environment will give you the ideal chance to get to straighten your relationship with each student. This will develop trust, openness, confidence, and an ongoing relationship.



Supplementary Opportunity

- Practice Clubs are primarily designed to be an additional opportunity alongside other programs for students to develop their skills under your guidance.

Target Customers

Ultimately, Practice Clubs are an opportunity for customers who are already engaged in programming at your club to supplement their experience and further develop their skills under your guidance.

You should aim to promote your Practice Club types to those who are engaged in your Phase 3 programs but on a student by student basis, those enrolled on the Activation Events at Phase 2 may be encouraged to attend...



Practice Club Options

The Practice Club options are split across two different options, the first are designed to be targeted at club ready golfers at your club across three different skills types. The second are specific Practice Clubs designed to be a supplementary element to those on the LTPG Program. Due to the experience, abilities and learning needs, you may feel it is appropriate to offer Practice Club specifically targeted at those new to the game and learning via this program...



- **Practice your Swing** - 60 Minute Practice Club for Club Ready Golfers rotating around various topics includes Tee Shot, Long Approach Shots, Short Approach Shots and more.
- **Practice your Short Game** - 60 Minute Practice Club for Club Ready Golfers rotating around various topics including Chipping, Pitching, Bunker Play and more.
- **Practice your Putting** - 60 Minute Practice Club for Club Ready Golfers rotating around various topics including Short Putts, Long Putts, Competitive Putting and more.

- **Practice your Swing** - 60 Minute Practice Club for those enrolled on the LTPG program rotating around topics including Irons, Driver and Fairway Woods.
- **Practice On the Green** - 60 Minute Practice Club for those enrolled on the LTPG program rotating around topics including Short Putts, Long Putts and Scoring.
- **Practice Around the Green** - 60 Minute Practice Club for those enrolled on the LTPG program rotating around topics including Pitching, Chipping and Bunker Play.



Practice Club Target Demographics

It is vital that your Practice Clubs are promoted to target the right demographic to suit the needs of your club and student database. It is also vital that Practice Clubs are delivered consistently to drive continual engagement and therefore an effective supplementary element to your coaching programs. You will need to assess the needs of your team, club and size of your programs, however, we have provided some ideas below for each category for how can setup and promote your Practice Clubs...



- **Handicap Based** - Practice Clubs targeted at specific handicap ranges
- **Scoring Goal Based** - Practice Clubs targeted at those within specific score aspirations.
- **Age Based** - Practice Clubs targeted at those in specific age ranges
- **Gender Based** - Practice Clubs targeted at those of specific genders.
- **Skill Based** - Practice Clubs targeted at specific skills and open to all students within your program.



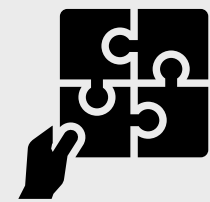
- **Level Based** - Practice Clubs targeted at those on specific levels of the program including Level 1, 2 and 3.
- **Skill Based** - Practice Clubs targeted at specific skills and open to all students regardless of the program level.
- **Gender Based** - Practice Clubs targeted at those of specific genders.

Scheduling and Pricing Your Practice Clubs



Scheduling Overview

We understand that each club and coaching business is different in regards to access to facilities, size of their program and the size of the coaching team. Therefore this will influence the types of Practice Clubs 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 Practice Club 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 Practice Clubs a success, you will need to decide on the target demographic of your Practice Clubs and the time and day they run. You will also need decide on the specific skill focus of each Practice Club class.



Accessibility for Participants

- When scheduling your Practice Clubs, it is vital that you linking these directly to other programs you are running to ensure their are no conflicts for your target demographic. You should also aim to offer a variety of days and times to maximise engagement.



Scheduling through GLF. Connect.

- All Practice Clubs 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.



Schedule Consistently

- Whatever Practice Club types you decide to offer it is vital you schedule each on consistent to drive engagement. You should aim to offer each Practice Club weekly on the same day and time to offer consistency for your student database.



Complimentary Access

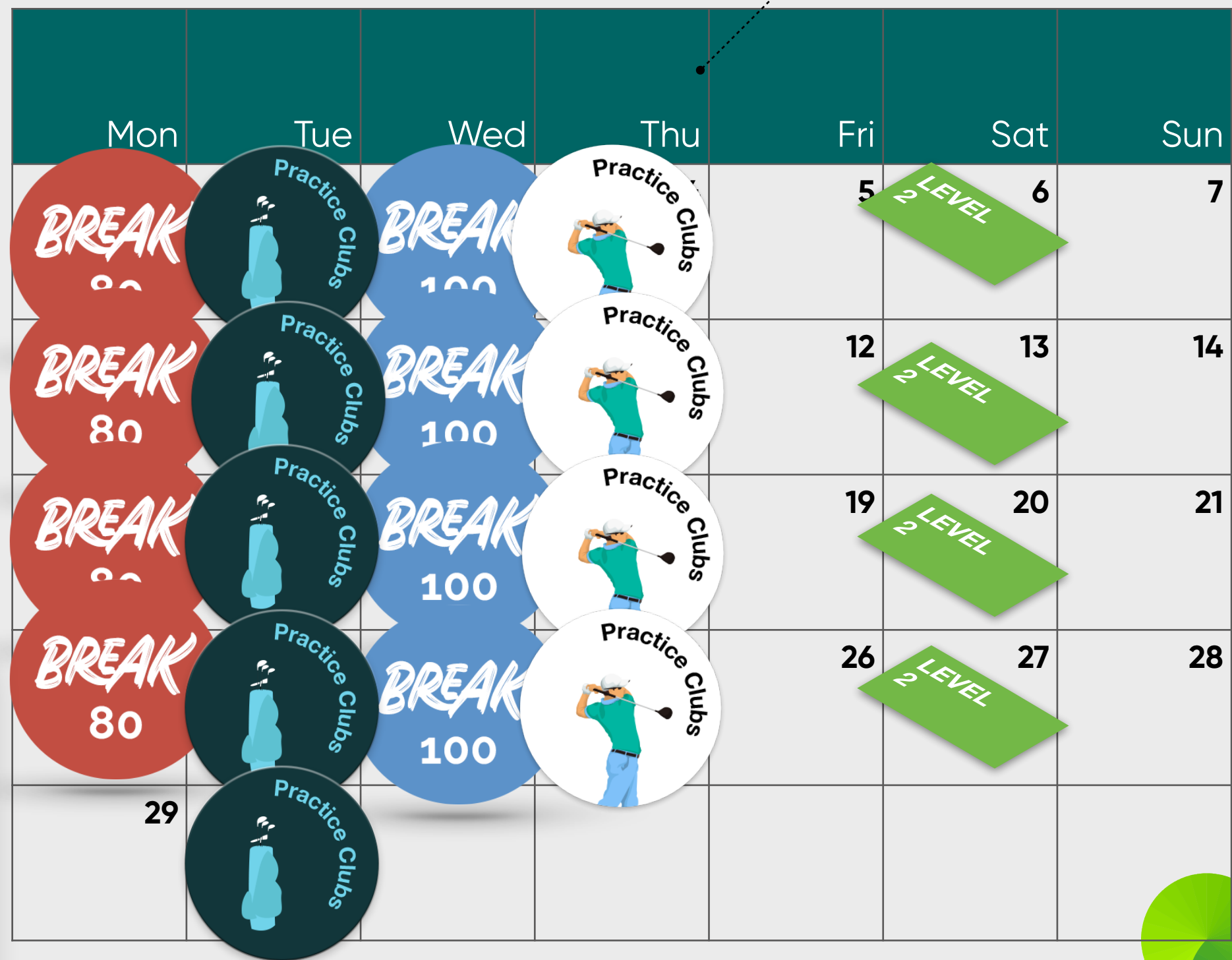
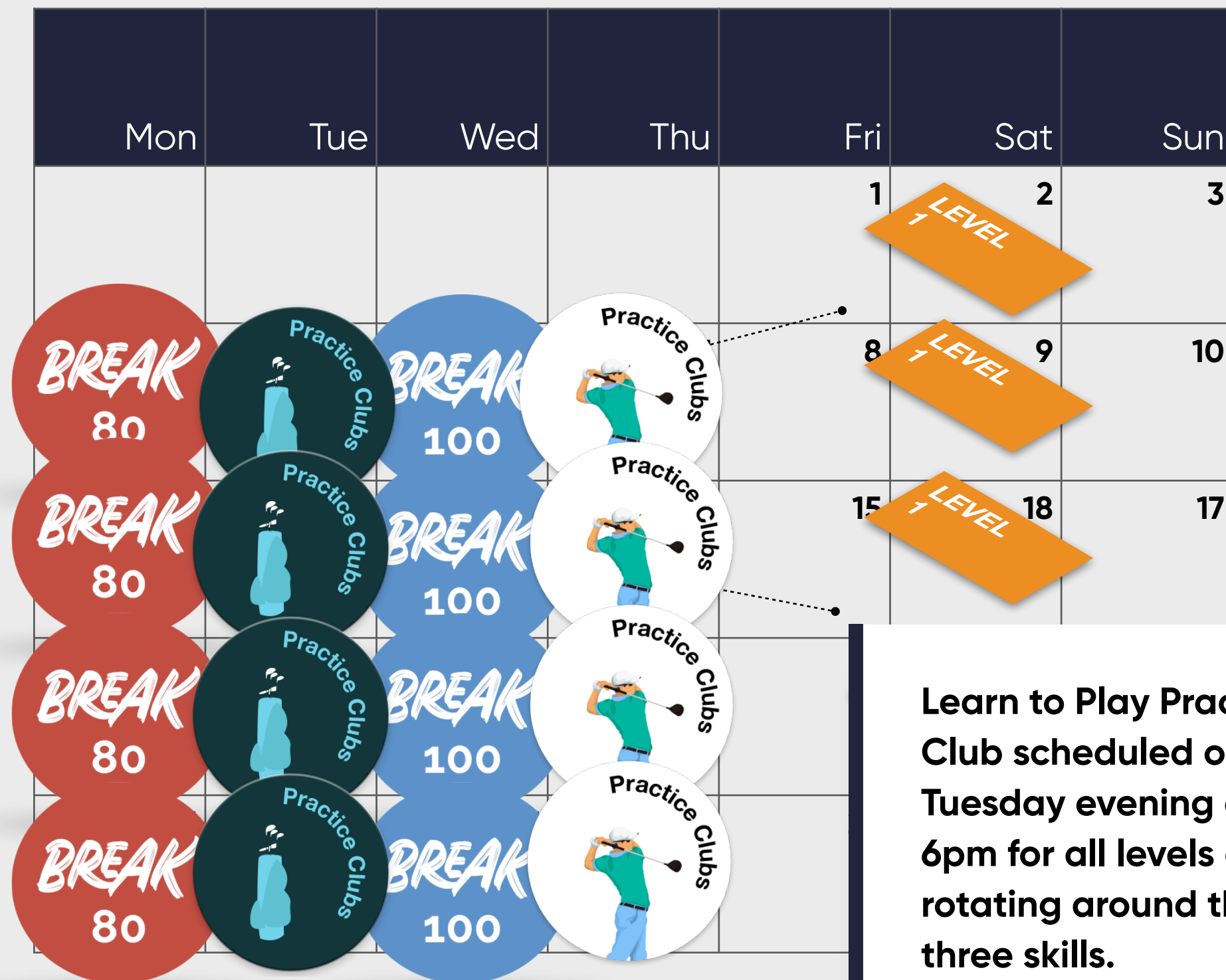
- We recommend that those who are enrolled on Private Coaching Plans are given complimentary access to Practice Clubs as an added value benefit. In order to reconcile this with GLF. And to optimise the student experience you should create a discount code and

Scheduling Link to Adult Social Group Programs

As Practice Clubs are there to provide a supplementary coaching and practice experience for students at your club engaged primarily on your Phase 3 programs, the scheduling of your classes should link to these programs and importantly avoid any conflicting classes and events.

The example below shows the Break 80 and Break 100 Scoring School programs, along with the LTPG Level 1 and Level 2 programs. The relevant Practice Clubs are scheduled at specific days and time that avoid conflicts with these programs to drive maximum engagement...

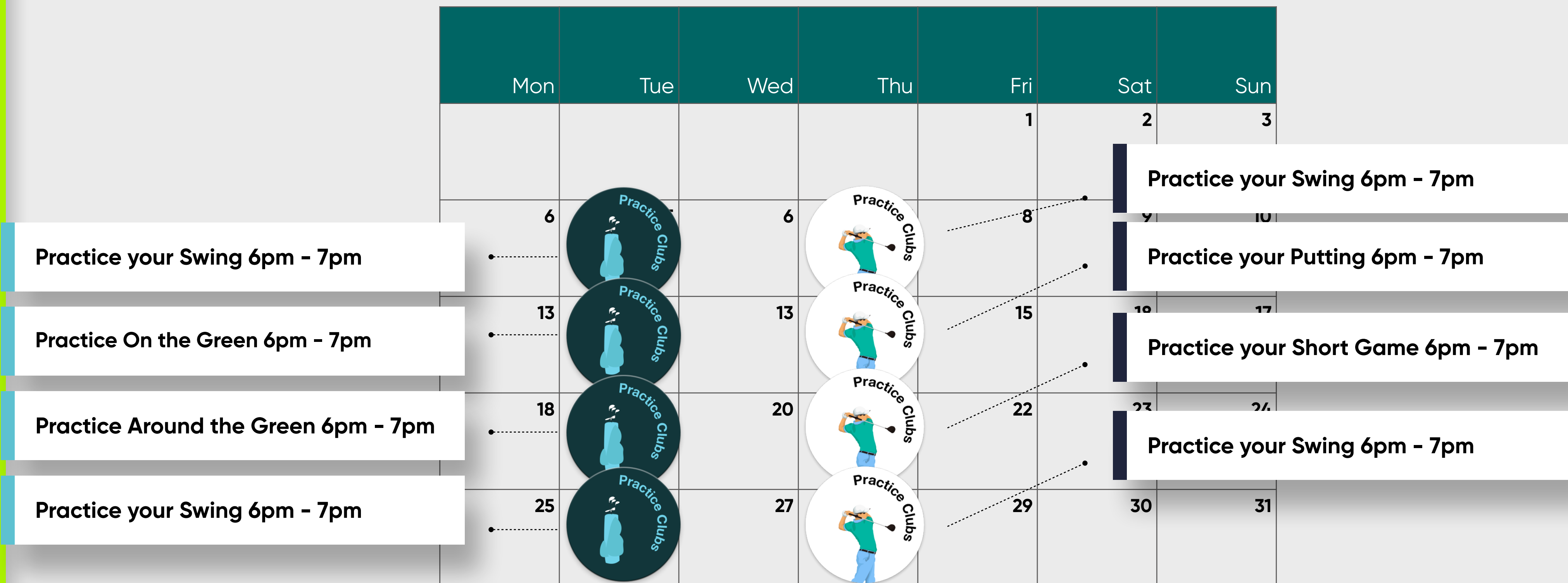
Club Ready Practice Club rotating around Swing, Short Game and Putting scheduled on Thursday evenings at 6pm.



Scheduling on the Day

Regardless of the practice Club category and type you are offering as well as the target demographic it is aimed at, you should schedule the Practice Club on the same day and time each week. You should also aim to rotate practice clubs around the different skills topics to ensure variation for those attending and maximise engagement.

In the example below, the two practice club types are scheduled on the same day and time and rotate around the three different skill categories...



Scheduling via GLF. Connect

All Practice Club classes 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 Practice Club page.

Practice Clubs are categorised under the Practice Club Program filter, with sub filters available for Club Ready practice Club types and those specific to LTPG participants. When building the Practice Club the class name should be specific to the skill focus, target demographic and include the date and start time of the Practice Club.

The screenshot displays a grid of Practice Club options. The top row includes a 'Practice Clubs' section with a description 'Practice clubs to help drive game development and soc...' and a 'Play with your Pro I Group' section for 'Professional' players to 'Join your Professional and others to play 9 holes.' Below this, a 'SELECT FROM THE OPTIONS BELOW' section offers 'Weekly Practice Club' (described as 'Weekly practice for all ability levels, included for free for...') and 'LTPG P...' (described as 'Weekly pra...'). The interface features various icons, including the 'Play Golf' logo and a golfers icon.

The screenshot shows the 'Scheduling Resources' page. It features a heading 'Scheduling Resources' and a sub-heading 'Marketing Resources'. Below the heading, there is a message: 'Get started with scheduling your Practice Clubs with the support videos below built from the GLF. Connect Support Team!'. Two video thumbnails are listed: 'Building a Practice Club on GLF. Connect' and 'Generating a Practice Club Short Link', each with a 'Watch' button. A blue circle highlights the 'Watch' button for the second video.

Pricing your Practice Club

The price of your Practice Club will vary depending on a number of factors that will be specific to your coaching business, club and target demographic. You also need to consider that Practice Clubs are designed to further engage club-ready golfers into your programs through a supplementary experience. Therefore, we recommend your Practice Clubs are priced so they are a low barrier to entry. When pricing your Practice Clubs, we recommend that you consider the following...

1

Hourly Rate

When running your Practice Club class, you should consider your hourly coaching rate and how you can maximize this based on the number of students that can attend.

2

Target Demographic

Practice clubs are a supplementary experience to other programs, therefore you need to price your practice clubs to consider this and ensure it has a low barrier to entry price point.

3

What extras?

You need to add to the per person price any extras you are adding. This may include a charge for equipment or golf balls. You may also decide to provide food and beverage during or after the class.

Running a Practice Club

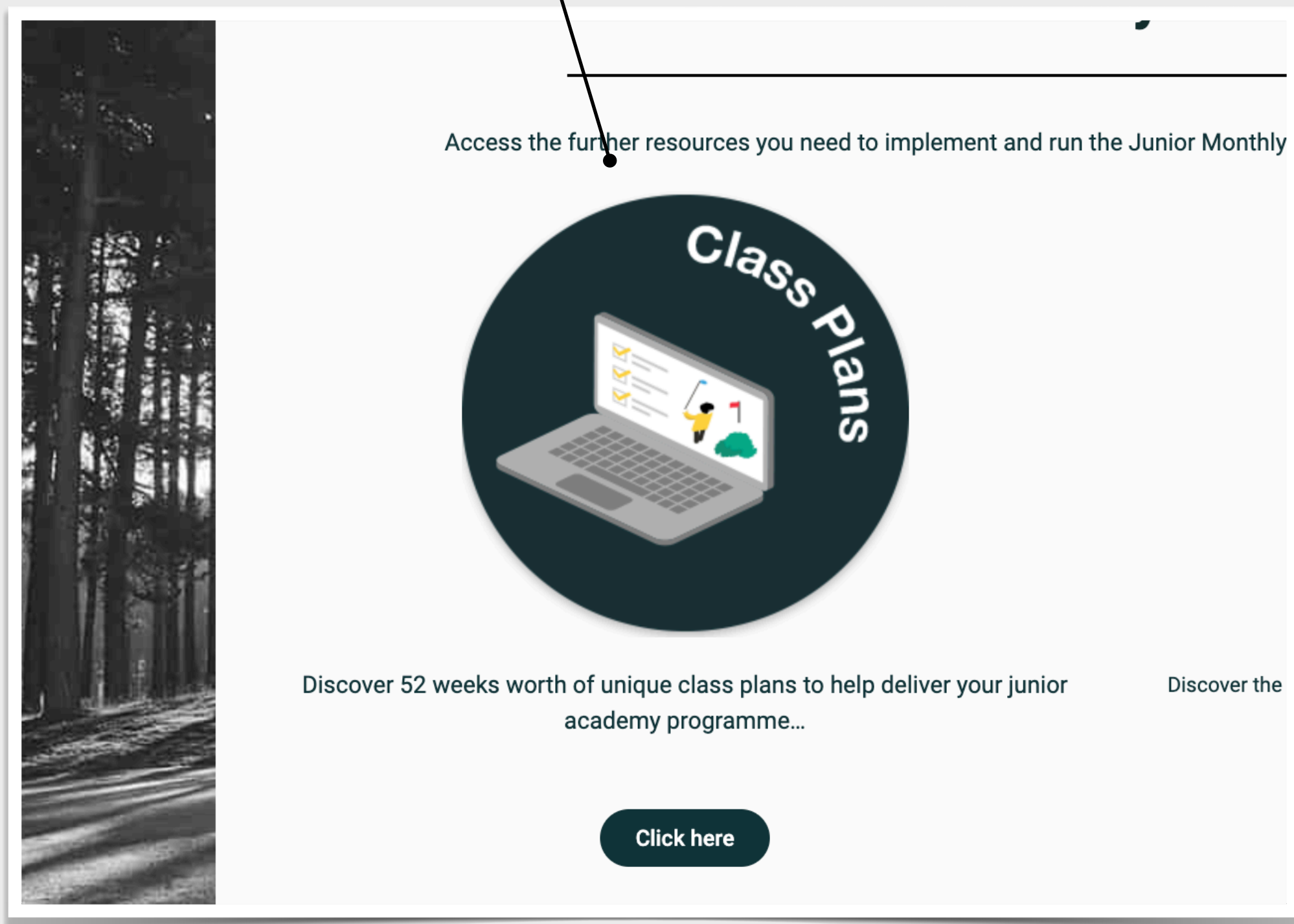


Accessing the Class Plans

In the Coaches Toolbox, you can access template classes plan each category and skills which will help you plan and deliver a great Practice Club experience. Follow the steps below to deliver the correct class plan for each week...

1

On the Practice Club page select the category you require...



2

In the Club Ready Practice Club Page or the LTPG Page you can access the template plans and other supporting resources...



Included in the Class Plan

Once you have navigated to the required template class plan, you can view these via the Coaches Toolbox or download them to your device. These class plans broadly include the following...



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 class plan will include a list of the specific equipment required to conduct the Practice Club.



Event Timetable

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



Games/ Practice Station Cards

- Each event plan includes game cards and practice stations that you can utilise in your class to ensure the event is engaging for your attendees, develop their skills and develop their knowledge to practice effectively.



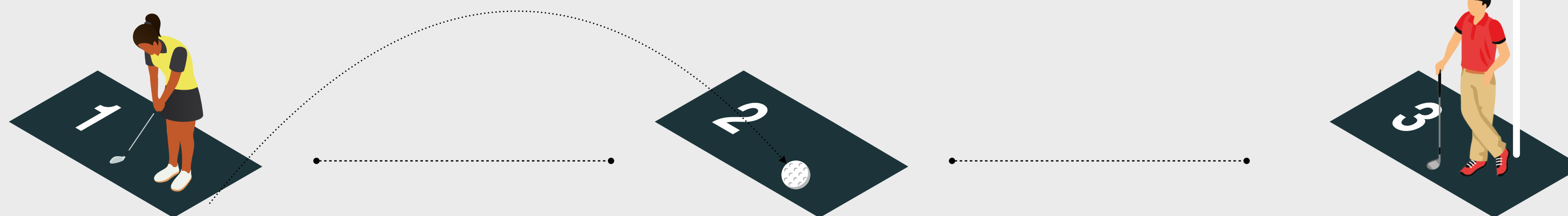
Scoring Goal or Master the Game Challenges

- The plans will include the scoring goal challenges or the Mastering the Game Challenge recommended to be delivered in your Practice Club. This will offer an engagement element to your class and support the effective practice component.

Before a Practice Club Begins

It is vital that you are organized for your practice Club and there are a number of actions we recommend you take in the week prior and just prior to the start of the class to ensure it is a success.

The Step by Step guides available in the Coaches Toolbox will help you prepare but some of the key actions just prior to your class starting are as follows...



Week Prior

In the week prior or a few days before your class we recommend:

- Ensure you have reserved access to the practice facility
- Organize the equipment you need for the class including clubs, challenge resources and equipment for games and challenge stations
Ensure you have some time block into your schedule prior to the class start time on GLF.
- Review your Class Plan

15 Minutes Prior

It is the day of the class and you should ensure you arrive at least 15 minutes prior in order to:

- Setup all of the game stations, warm up game and challenge stations
- Ensure you have all of the equipment required,
- Be available 5 minutes prior in order to meet and greet the attendees

Run Your Practice Club

It's time to run your Practice Club and deliver a great experience at your club!

Flow of the Practice Club

Each Practice Club will differ in regards the skill focus and specific layout of your facility, however based on the success of the program and our experience delivering Practice Club classes, we have put together some recommended guidelines for the delivering your class and how to set it up effectively using a Club Ready Practice your Swing class as any example...

Game and Practice Stations

Participants should rotate around the effective practice stations which may includes drills, competitive games and free practice. They can complete these individually, in pairs or in groups.

Introduction

Complete a short introduction to the group and explain the learning outcomes for the class and the practice stations



Station 1:
Practice Station
Down the Tunnel

Station 2:
Practice Station
Tee Strategy Practice

Station 3:
Game Station
Carry Distance Challenge

Station 4:
Game Station
Stocking up the Shot

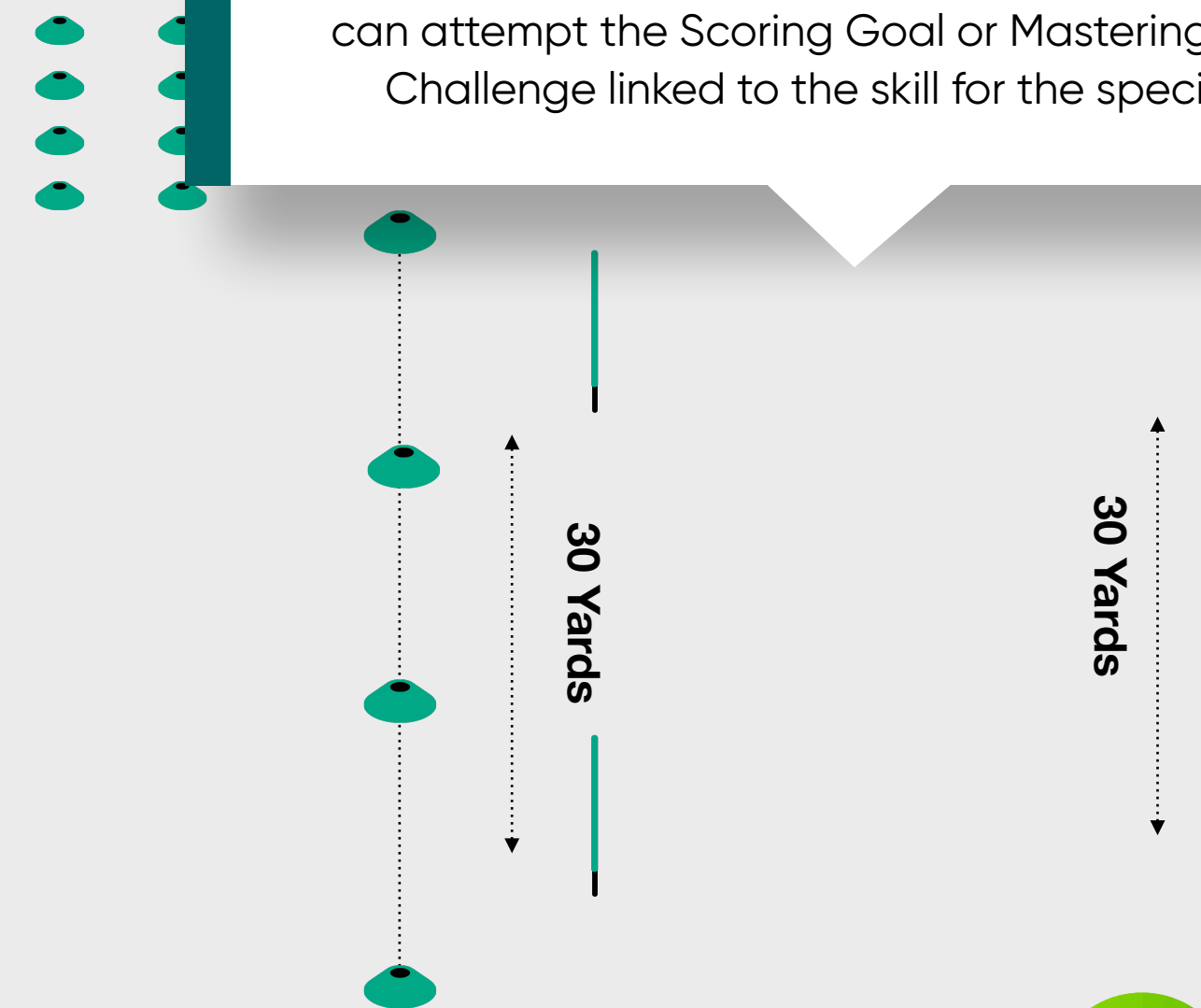
Station 5:
Free Practice
Station

Station 6:
Challenge Station
Driving Challenge



Challenge Stations

This will offer an engaging element to your class and support the effective practice component. Participants can attempt the Scoring Goal or Mastering the Game Challenge linked to the skill for the specific class.



At the End of the Practice Club

Providing a knockout experience to those attending the class doesn't just stop with delivering the Practice club itself. What you deliver at the end of the class is just as important to the success of the program and development of each student. At the end of the Practice Club, we recommend you take the time to...



Promote Further Program Opportunities

This Practice Club is an opportunity to promote the other program opportunities and you should be prepared with all of the information you need to promote these as well as your next Practice Club.

Encourage Social Connections

Taking time at the end of your class to actively encourage social connections between participants will allow friendships to be formed and confidence to be built at the club.

This is also a great chance to engage with students on a one to one basis, to receive feedback on how they felt the class went and to provide additional support if needed.

Recording Progress on GLF.Connect

To record the students progress through the Progression Pathways, the GLF.Connect myGame+ and Media feature can be used. Students may have completed Challenges during the class and should be encourage to log progress and receive their virtual awards. You can also share lesson notes, images and videos directly to the students profile.

Final Thoughts

The success of the Practice Club and the conversions from the class into further programming and future Practice Clubs will be driven by the participant's experience in the class. 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 delivering the class at your venue...



Make the Practice Club Fun and Social

- Practice Clubs should aim to develop your students skills, but more important drive an enthusiasm for practicing and an opportunity to connect with others. Ensure that you keep the classes lighthearted and fun!



Keep it Inclusive

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



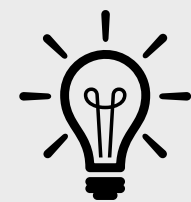
Be Prepared

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



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.



Ignite their Enthusiasm

- Ultimately, the students attending 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 during the class.



Promote Effective Practice

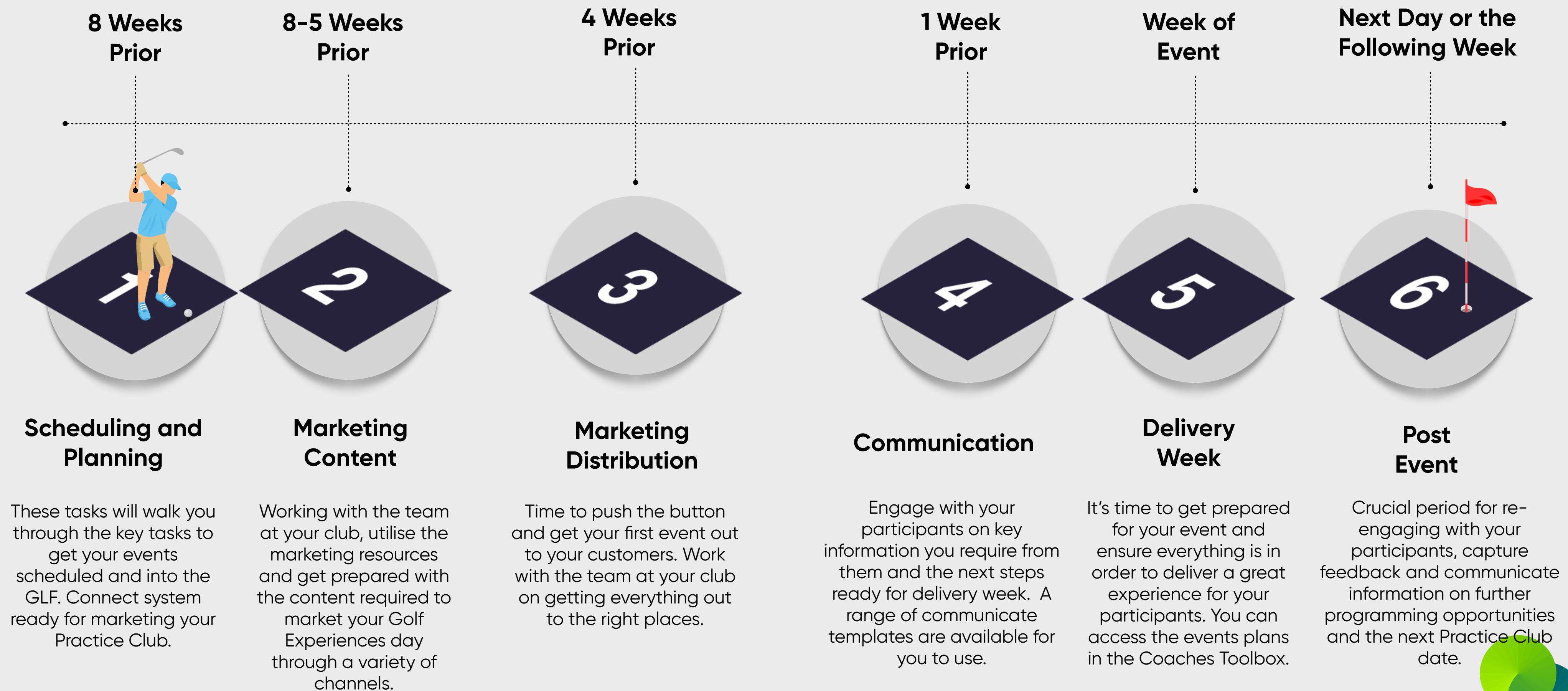
- Through the class remember to make effective practice a key topic and outcome for each student. Introduce ways in which each student can practice effectively outside of organised classes or private lessons.

Implementation



Implementation of the Practice Club

We recommend that you start implementing your Practice Club approximately 8 weeks prior to the date of the first class. 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 Practice Clubs. We recommend you follow the step by step guides and utilise the resources for each step of implementation...

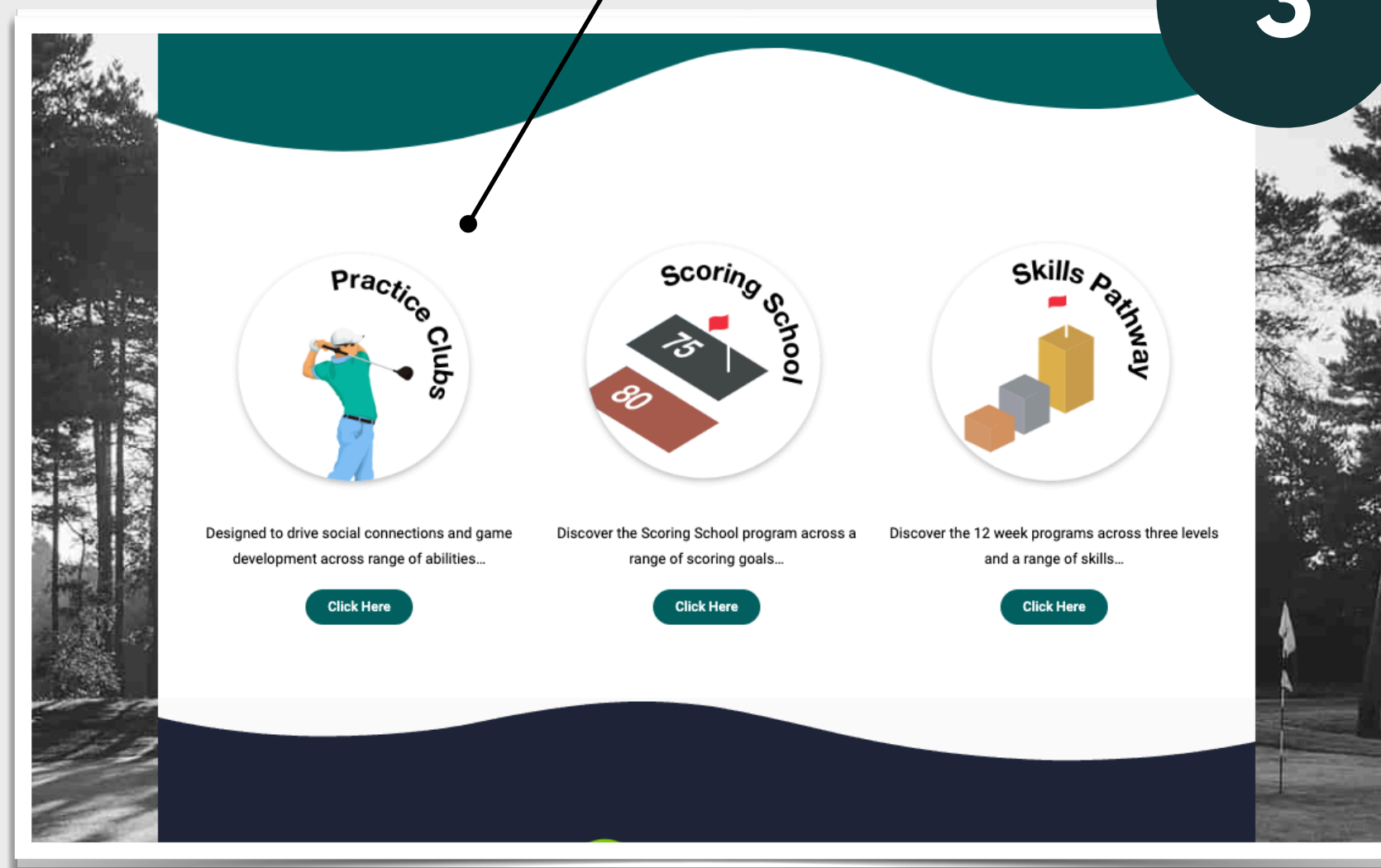
1

Select the Adult Group Coaching option from the Adult Academy page:



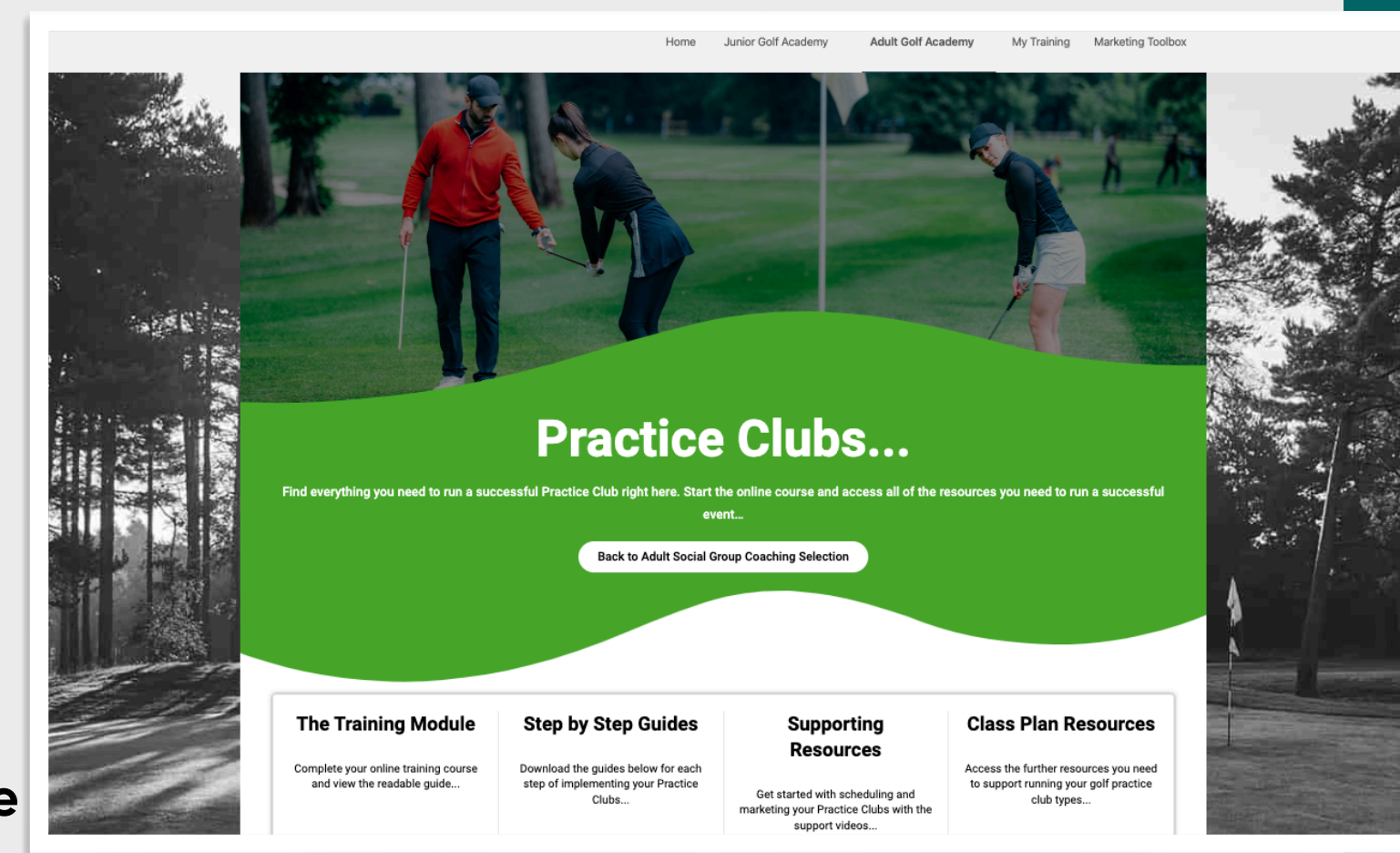
2

Select Practice Clubs on the Selection Page



3

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

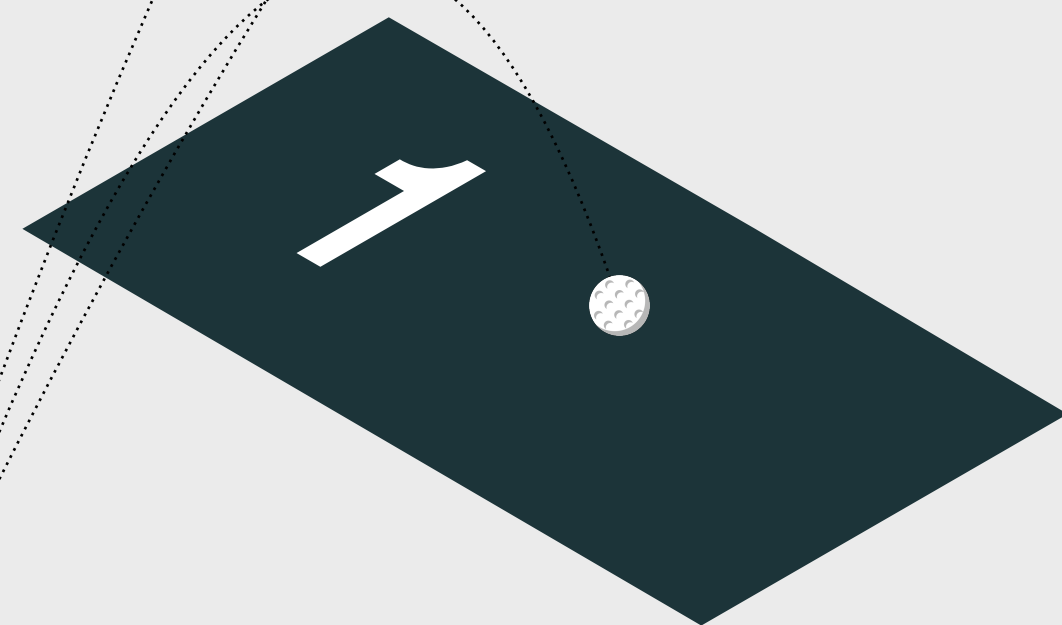
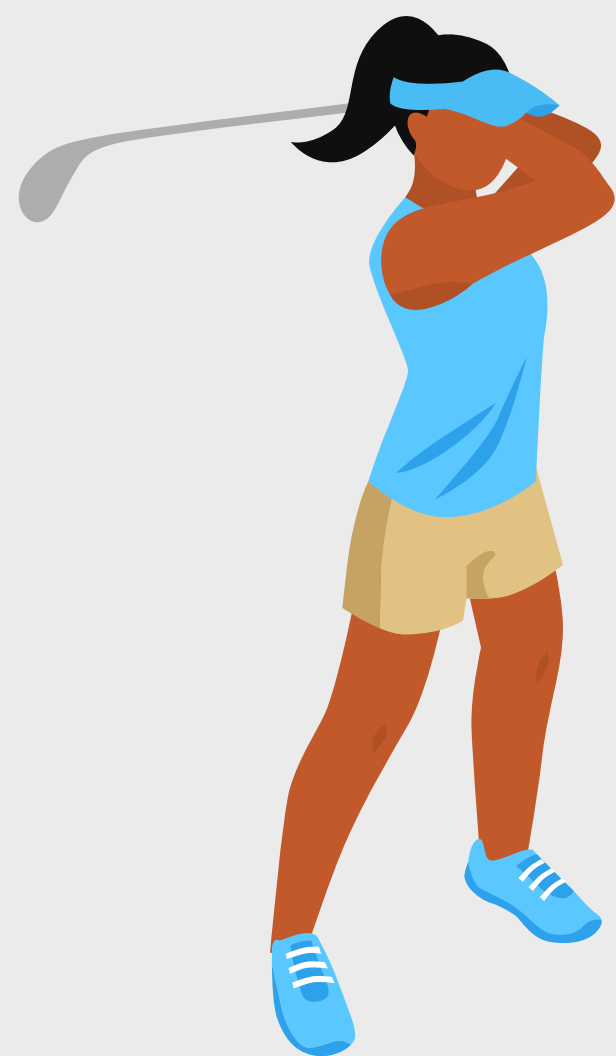


Next Steps



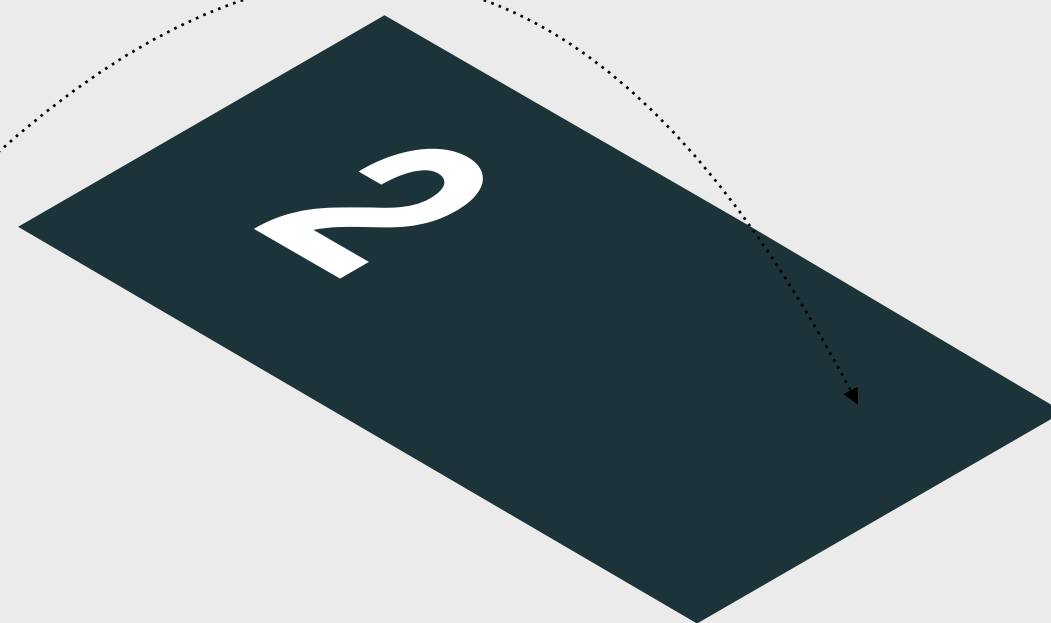
Next Steps

Take the next steps towards a launching your Practice Club by following the recommend next steps below...



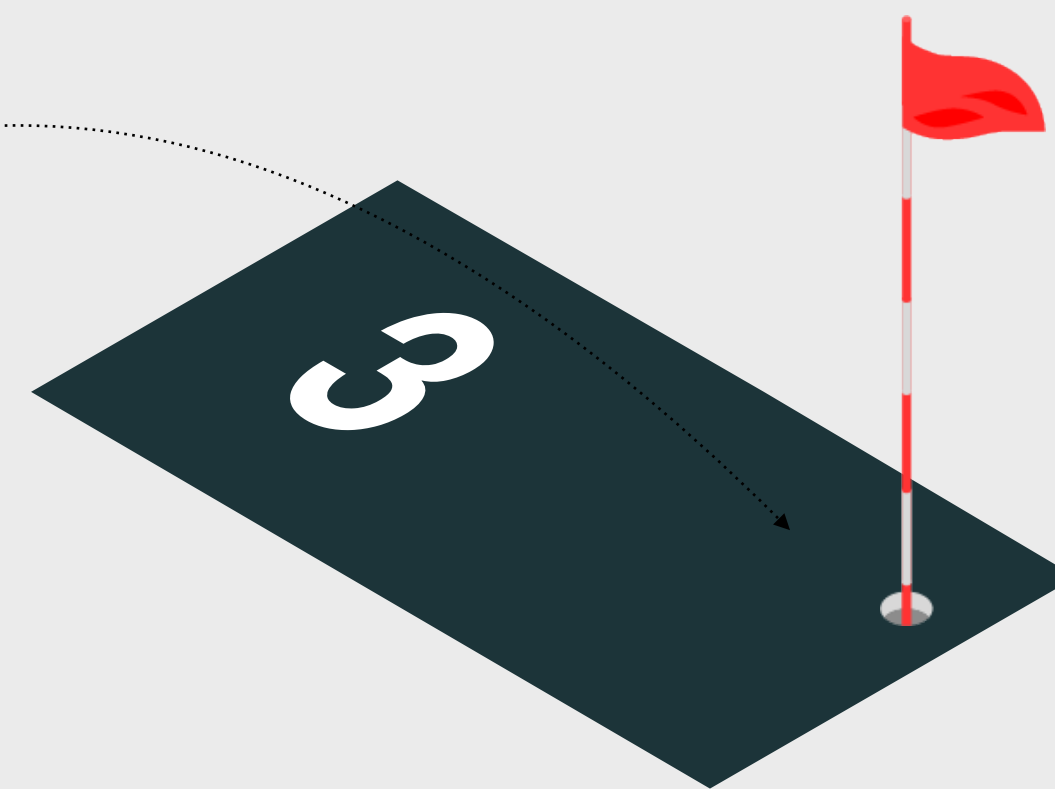
1. Review the Practice Club Categories

- Take a browse through the Practice Club categories and specific practice club plans to familiarise yourself with what is available.



2. Action the Scheduling and Planning Tasks

- Navigate to the Practice Club section of the Coaches Toolbox and download the Scheduling and Planning Step by Step guide. Complete the tasks to get up and running. Crucially decide on the practice club type you will offer and when these will take place.



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 target customers.

Thank you.

Please review the **Step 1 Scheduling and Planning Step by Step Guide** within the **Practice Clubs** page of the **Coaches Toolbox**.