

The bodies responsible for advancing education within Scottish Golf have formed the **Scottish Golf Education Group**. The group ensures there is a full calendar of CPD & educational events for members of **all organisations to assist their clubs**.



The next seminar in the 2011 calendar is in response to demand from clubs and will address three marketing related challenges facing clubs today.

## **Membership Recruitment/Retention, Attracting Visitors & Modern Communication Methods with Customers**

**FRIDAY 4 MARCH 2011 – DUNBLANE NEW GOLF CLUB, 9.30am to 4.15pm**

### **Aims of this professional development seminar**

- to provide clubs with tools to create a marketing plan that fits with their clubs overall aims,
- to walk a club through the process of attracting new members, and in particular through an open day project, scheduled to coincide with the SGU/SLGA Golf Awareness Week Campaign.
- to alert clubs to the actions to be taken to attract visitors to your club,
- to learn about modern communication methods including social media and modern websites,
- to maximise customer retention, through effective communications, inc local media relations.

### **Presenters –**

**Mr Nick Hunter**, who has worked with many Scottish & Welsh golf clubs to maximise their revenue, and in particular to run financially successful Open Days at members clubs.

**Mr Ross Duncan, SGU Marketing & Sponsorship Manager**, who oversees the SGU/SLGA Membership Marketing campaign that has resulted in many clubs seeing a significant increase in membership numbers.

**Mr Chris Spencer, Managing Secretary, North Berwick Golf Club**, who manages a large number of visitors & is the Director representing golf clubs on the board of GTS.

**Mr Gary Firkins, Managing Director of Landmark Media**, a specialist in modern media, effective public relations and precision copywriting in all marketing communications.

### **Target audience for this seminar**

This workshop is designed for those clubs who seek to take steps to secure their financial future by establishing a plan focused on adequate membership and visitor numbers. All delegates will receive a workbook with step by step guides on each of the subjects covered.



**This seminar is free to CMAE Scottish Region members.  
CMAE members can bring up to 3 other Committee or staff  
members from their club.**



All bookings can be made by contacting Lorna McClymont at [l.mcclymont@scottishgolf.org](mailto:l.mcclymont@scottishgolf.org)

If you have any queries about this event, please do not hesitate to contact the Scottish CMAE Regional Administrator John Duncan at [administrator@dornochduncans.co.uk](mailto:administrator@dornochduncans.co.uk)