



**ENGLISH GOLF UNION**

*...at the heart of golf*

## **Make 2012 the year your golf club begins its marketing journey!**

In response to the continued number of requests from clubs, the English Golf Union Club Services Department is running a further series of marketing workshops throughout February and March 2012 in which we will look at the basic marketing requirements of any golf club and how it can be approached with limited resources and budget.

The aim is to equip your golf club with the basic understanding of golf club marketing principles and how they can best be put into practice. The day will be aimed at your officials responsible for driving the club marketing function, including Managers, marketing committee Chairman and members. A club can register two delegates to attend.

Topics being covered will include:

- Why you need to be marketing your golf club now and forever!
- How simple planning can help increase your chances of success
- Establishing an effective marketing committee
- How the right marketing tools-including online- can reduce workload and cost
- 3 Successful membership recruitment strategies
- The simple answer to getting more visitors and societies to your golf club

The day will be presented by the EGU Golf Club Marketing consultant Jane Carter. She has been working with the EGU to advise affiliated golf clubs throughout the country for more than four years and has a full understanding of the issues faced and how many of them are taking a new approach to marketing.

**For all those golf clubs participating, you will then be eligible for a free two hour visit by Jane or one of her team at Golf Unlimited to offer specific advice and support to your golf club in its own marketing efforts.**

Places at all of the day will be on a first come first served basis limited to two delegates per golf club. The cost will be £20 per head to cover light lunch and refreshments. Clubs who have not previously attended will be given priority.

For further information please contact:

**Jo Nettleton on 01455 618697 or [jo.nettleton@golfconsulting.co.uk](mailto:jo.nettleton@golfconsulting.co.uk)**

**Applications close 7 days before each date so please complete and return the enclosed registration form indicating your choice of venue to**

Ms Jane Carter,  
Golf Unlimited  
Hunters Lodge Rectory Lane,  
Great Rissington  
Gloucestershire  
GL54 2LL

Yours sincerely

Paul Keeling, EGU Club Services Manager



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## **EGU Marketing Workshops February/March 2012**

### **AGENDA**

- |               |   |
|---------------|---|
| 9.30- 10.00   | Coffee on arrival   |
| 10.00- 11.15  | The importance of having a plan and an effective marketing committee  |
| 11.15 - 11.35 | Break   |
| 11.35 - 12.45 | How investing in the right marketing tools can lower your costs, reduce workload and increase your chances of success |
| 12.45- 13.45  | Lunch break and networking  |
| 13.45 - 15.00 | The top 3 successful membership recruitment strategies being used by golf clubs                                       |
| 15.00 - 15.15 | Break   |
| 15.00 - 16.15 | THE simple secret to successful visitor and society marketing which every golf club needs to know                     |



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## Marketing Workshop Dates – February – March 2012

<b>Dates 2011</b>	<b>Venue</b>	<b>County</b>
8 <sup>th</sup> February	Cambridge – Peterborough Milton Golf Club	Cambridgeshire
9 <sup>th</sup> February	St Albans – Welwyn Garden City Golf Club	Hertfordshire
TBC	Devon – Churston Golf Club	Devon
TBC	Bristol – Stockwood Vale Golf Club	Somerset
16 <sup>th</sup> February	Oxford – Hinksey Heights Golf Club	Oxfordshire
21 <sup>st</sup> February	Derbyshire – Chevin Golf Club	Derbyshire
22 <sup>nd</sup> February	Shropshire – Shrewsbury Golf Club	Shropshire
23 <sup>rd</sup> February	Birmingham - Maxstoke Park Golf Club	West Midlands
28 <sup>th</sup> February	Liverpool – Heswall Golf Club	Merseyside
29 <sup>th</sup> February	Manchester – Northenden Golf Club	Greater Manchester
1 <sup>st</sup> March	South Yorks – Hickleton Golf Club	South Yorkshire
6 <sup>th</sup> March	Leeds - Dewsbury Golf Club	West Yorkshire
8 <sup>th</sup> March	Durham – Ramside Golf Club	Durham
13 <sup>th</sup> March	Northumberland – Alnmouth Golf Club	Northumberland
14 <sup>th</sup> March	North Yorkshire - Harrogate Golf Club	North Yorkshire
TBC	Surrey – Clandon Regis Golf Club	Surrey



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Golf Club Name: .....

Main Contact Name: .....

Position: .....

Email: ..... Phone: .....

Address: .....

.....

Name of Delegate 1: .....

Name of Delegate 2: .....

I enclose a cheque for £.....

**NB. £20 per delegate**

**Return the Registration Form and payment to:**

**Ms Jane Carter,  
Golf Unlimited  
Hunters Lodge Rectory Lane,  
Great Rissington  
Gloucestershire  
GL54 2LL**

**Please make cheques payable to 'Golf Unlimited'. A receipt will be provided on the day. Cancellations will be accepted until seven days before the date of the workshop.**