

Player Development Section Workshop (7 MSR Available)

February 22, 2016 – Bellevue Country Club

Event: Come join us as we explore instruction and coaching business opportunities to create customers, grow rounds and generate incremental revenue at your facility through structured player development programming that addresses all consumer needs.

Schedule: 9:00am - 12:00pm – Section Workshop
12:00pm - 12:55pm – Lunch / PGA Junior League Golf Breakout Session
1:00pm - 4:00pm – Section Workshop

Agenda includes:

1. Reflecting on and challenging long-held assumptions regarding the importance of player development, the consumer's motivations and the role of the PGA Professional at any facility.
2. A review of applicable marketing principals and marketing tactics which will empower Professionals to inspire and engage with any player, regardless of their ability or position on the consumer pathway.
3. An in-depth dive into structured player development programming that can address any type of consumer, with specific emphasis on the recreational player, engaged player and committed player.
4. An introduction to quantifying and measuring the financial and facility impact of your player development activities by understanding the key revenue drivers and utilizing the Revenue Scorecard.

Eligibility: PGA Members/Apprentices, Shop Managers/Assistants

Contact: Section Office at 315.446.5610



Event: Player Development Section Workshop

Entries Close: February 17, 2016

Professional: _____

Member No.: _____

Entry Fee: \$35

Credit Card #: _____ **Exp. Date:** _____

Billing Address: _____ **Zip Code:** _____

Name on card: _____ **Signature:** _____

Mail completed entries to: CNY PGA, 5011 Jamesville Rd. – Jamesville, NY 13078