



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

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Goals of the program:	<p><i>Describe who are you trying to reach and what results were did you plan to achieve.</i></p> <p>I wanted to enhance our fledgling couple's night. My goal was to double the average couples to 6 couples per couple's night.</p>
Program Design:	<p><i>Explain the program you developed to achieve the goals you described above.</i></p> <p>I put together 3 different social events. Massage and golf, Trivia Night, and Night Golf. By focusing on social events rather than just golf I was hoping to reach a larger audience.</p>
Tracking Results:	<p><i>Explain how you tracked results.</i></p> <p>I tracked the amount of couples that signed up for each event. The message and golf brought in 3 couples, the trivia night brought in 3 couples, and the night golf brought in 6 couples.</p>
Results:	<p><i>Explain how you achieved the goals outlined above.</i></p> <p>The first two outings didn't bring in any new couples to the program but the night golf reached a bigger demographic from college couples to elderly couples. It was a major success for our club.</p>
Business Impact:	<p><i>Explain how your program had a positive impact on your business. Such as the revenue generated, additional spend by participants, new memberships, effect on your bottom-line and effect on your personal income.</i></p> <p>The only impact that it made was from the night golf which we plan to do twice in 2018. We increased participation by 100% and had participates asking for more. As far as a business impact, the first 2 was washes and the night golf brought in new customers and it greatly improved our revenue stream from that time of month.</p>



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Recommendations:

What recommendations would you have to other professionals in adopting this program?

I would highly suggest moving from a purely golf orientated couples league/nights to more of a social gathering that will appeal to the younger generation.