

Implementing Your Program



GAMEON

GOLF DEVELOPMENT

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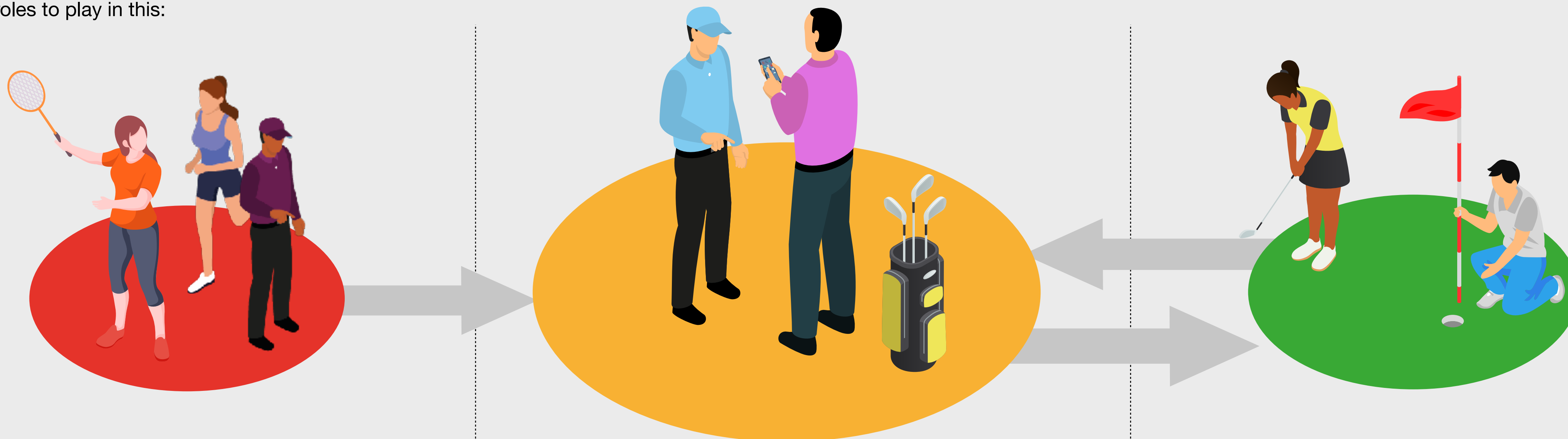
Growing Your Program



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Leads, Conversions and Retention

The success of the program at your venue will be driven by the ability to capture new customers, convert these customers into your programming and retain them for the entirety of the program, when ultimately they have completed the progression pathway and are Club and Course Ready. You have key roles to play in this:



1. Phase 1 - Find, Connect and Inspire

- Generating new leads and exposure to your program will be driven by effective marketing campaigns, engagement with members at your venue and getting your current participants to shout about your program.

2. Activate, Assess and Convert

- Once you have captured new leads, you need to convert them into the Learner Program. Providing accessible opportunities for your participants and members to experience the program will also play a key role such as through the Golf Experience Day. You also need to provide them with a knockout experience, be armed with the relevant information and be the expert guide.

3. Engage, Develop and Retain

- Once you have the customer engaged and attending your program, you need to retain them for entirety of the program. You will do this by providing them with a great experience, regular communication and by going above and beyond their expectations.

The First Steps

When embarking on launching your Learner Program, you will need to assess the specific needs of your venue in respect of generating leads to fill your program. You may be able to generate participants from your membership base whereas other clubs may need to work harder to generate interest through offering an Experience Day at your venue.

Ultimately it will be down to you to decide on the best strategy to launch your program. However, we recommend following the steps below:



Strategies for Generating Leads

Driving program numbers and growth will in part be down to exposing your program to as a wide of an audience as possible. Creating successful marketing campaigns, strategies to engage with with members at your venue and mobilizing your current students to recommend their spouses, dependents and friends are all vital.

You have a key role to play in this but will be supported with the resources, tools and team to make this a success at your club.



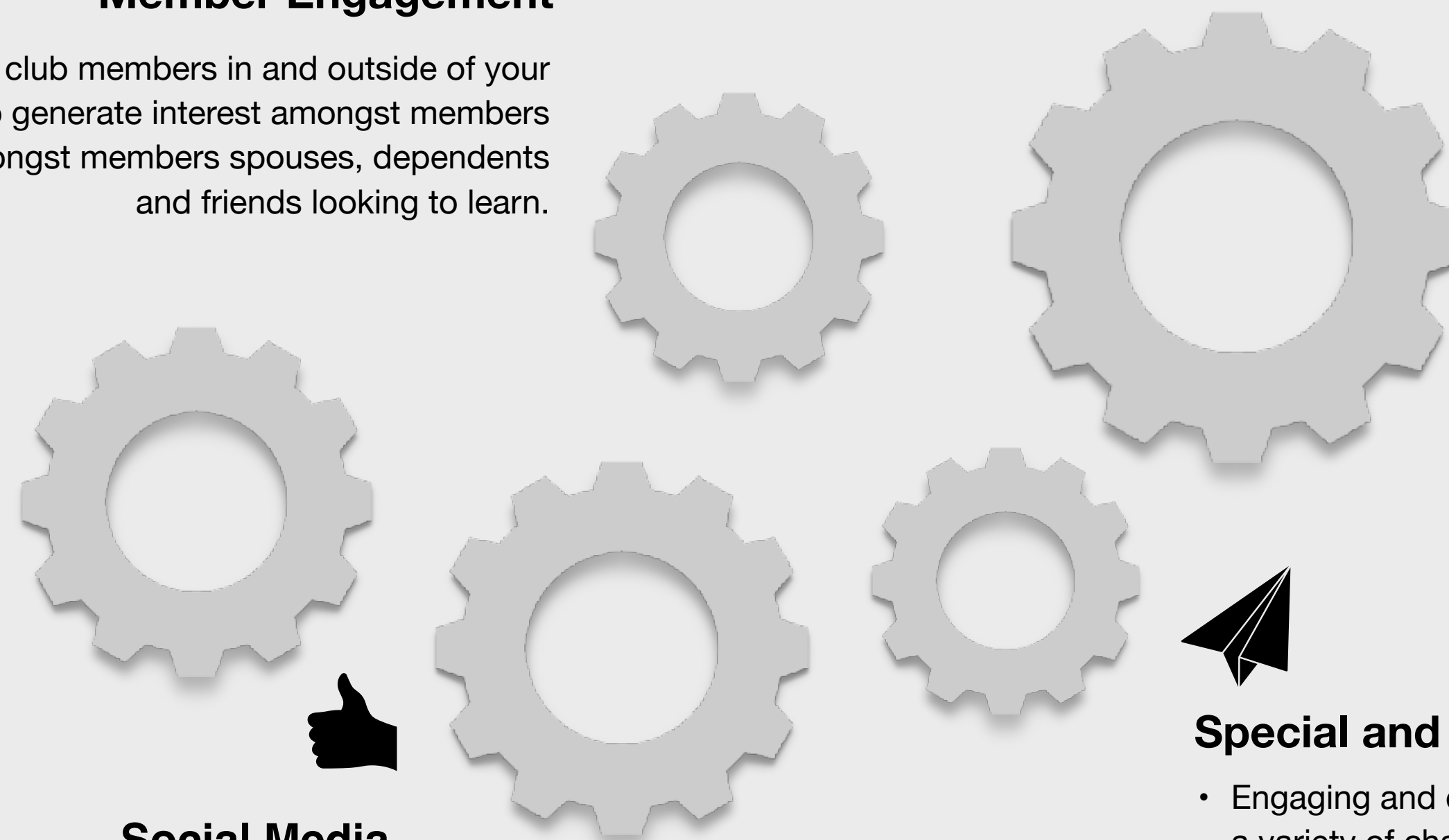
Member Engagement

- Active engagement with club members in and outside of your care group will help to generate interest amongst members looking to upgrade and amongst members spouses, dependents and friends looking to learn.



On-site Promotion

- Utilise the resources available to you to display Engaging and eye-catching promotion of your program at your venue and through your current marketing channels.



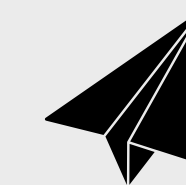
Social Media

- Work with the Social Media Guru at your club and create engaging social media campaigns to drive awareness of the program at your club.



Activation Programs

- Programs within Phase 2 of the Coaching Pathway such as the Experience Days will help to give participants an experience of learning the game at your venue. This will open up the chance to engage in conversation with potential participants about the program.



Special and Weekly Campaigns

- Engaging and effective marketing campaigns through a variety of channels supported by RetailTribe and with the experts at your club will help drive in interest in your program.

Utilizing the Golf Experience Day

The Golf Experience event is the ideal stepping stone into the Learner Program for those interested in taking up the game at your venue. It provides learners with the opportunity to try golf in a safe, fun environment with other people who are at the same stage of their golfing journey. Running the Golf Experience Day will give you the ideal opportunity to engage with potential participants and guide them into the Learner Program.



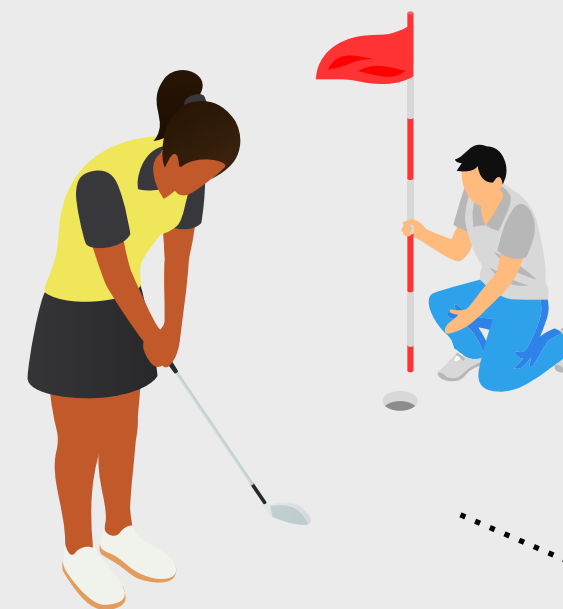
Welcome

Your Golf Experience starts by welcoming your participants to the club. This is a chance to create a great first impression, create a relaxed atmosphere and make introductions across the group.



Swing Tuition

Next, head to the driving range and introduce the different clubs used, help develop their fundamentals and an understanding of strike, how to control direction and distance.



Chipping and Putting Tuition

Then head to your putting green and short game area and introduce chipping and putting skills and a great opportunity to play some fun team based games across these skills and develop participant's fundamentals.



On-Course Experience

Give your participants a real sense of the game by heading to the course for a fun team scramble using your adapted golf course to ensure the experience is developmentally appropriate.



Award Ceremony and Promotional Activity

Finally, bring your event to a close with a short and fun prize presentation and take the opportunity to engage with participants on their next steps to becoming a golfer. Some time for relationship building is critical at the end of your event.

Keys to Driving Conversions

Once you have an audience exposed to your venue, your programs or you have an opportunity to directly engage, you need to convert them into the Learner Program at your venue. You play a vital role at this stage and this will include:



Memorable Experience

- First impressions count and by creating a knockout impression and experience for the learner will go a long way to success in converting them into your programs.



Welcoming Environment

- The first impressions of your venue and the experience they have will play a huge role in driving the participant to want to become more engaged in the program and your club.



Sell The Why, What and How

- It's not easy be a natural seller, however to really drive conversion you have to have confidence selling your programs to your customers. Really nail down a strategy that sells your program and WHY it is right for them!



Professional and Knowledgeable

- You need to be the expert in your program and be ready to answer any questions that your potential customers may have. Be professional in your interaction and show them you will go the extra mile!



Follow Up

- It's ok if you don't convert there and then. Lots of customers will want to go away and digest. However, really prioritize the follow up process and watch them come back for more!



Build A strong Relationship

- Build a connection with your customers to develop trust that will fuel the sale.



Harness Social Connections

- At any time when participants get to interact with one another, you play a crucial role in helping to drive the connections between individuals and open up these opportunities outside of the program.

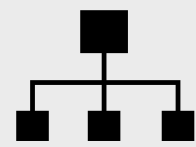


Ignite their Enthusiasm

- Ultimately, the participant will want to feel a sense of achievement and that they will enjoy playing the game. You need to ignite their enthusiasm and passion to learn by helping them develop their skills.

Keys to Driving Retention

Retaining customers in your program is crucial to the overall success of the program and ultimately helping them develop the skills to become Club and Course Ready. We want customers to stay on the program until they have developed the necessary skills. Long term retention will also drive revenue whilst on the program, for you and the business and help to expose them to your venue. This will help to develop deeper social connections and their confidence. All of these are critical to the learner ultimately becoming an active member of the club for years to come.



Structure

- The program has been built to provide you with structure to the learners experience. You need to follow the program and resources at every stage to ensure that this meets the expectations of the learners on the program.



Communication

- You need to effectively communicate with all learners on the program. Resources will be available to you in order to support this but you have a crucial role in ensuring that you communicate effectively with those on the program.



Social Connections

- A great learner program should offer the opportunity for participants to forge friendships and connections. You need to facilitate this at every stage, during classes, events and outside of the program.



Organisation

- You need to ensure that you are organized when delivering the program. This will include preparing for classes, events and managing the students journey through the program pathway.



Fun & Engaging

- Adults still want to have fun and enjoy their time learning a new activity, not just develop their skills. The program should drive engagement in the learning outcomes and the program pathways whilst ensuring that the learners have fun at every step!



High Quality Delivery

- Ultimately the learner is looking to you for high quality coaching, and that's not just technical development but everything that goes with it. The learner will want to see progression in their skills to drive enjoyment and engagement in the program.

Scheduling



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Scheduling Expectations and Guidance

We understand that each venue is different in regards to access to facilities and the size of the coaching team. This will influence the size of your Learner Program, however, in order to deliver the program components and ensure that the participants can access all of the opportunities within the program there are some minimum expectations for running the Learner Program at your Venue:

1 Hour Weekly Themed Classes

- You should be offering weekly 1 hour classes across the themed classes. It is vital that your learners have adequate opportunity to attend these classes on a weekly basis and these should run a continuous cycle through the program calendar.



9 Hole Monthly Social Stroke Play Event

- You should be offering a monthly Stroke Play event as part of your program. This should give the learner a chance to play up to 9 holes and therefore you should allow adequate time for your event.

Weekly 1 Hour Practice Club

- You should be offering a weekly practice club on a rotation across the three Practice Clubs types. The practice clubs are critical to the program and supplement the learner learning opportunities on the program.

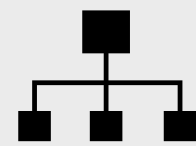
Scheduling Expectations and Guidance Cont...

To successfully implement the program elements, there are also a number of recommended elements in regards to scheduling. This includes:



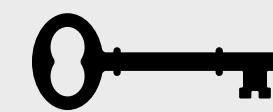
Follow the Class Calendar

- A calendar has been produced showing the exact Themed Class and Practice Club that you should be running on a particular week. It is important that you schedule classes and practice clubs following this calendar.



Link to Experience Days

- As Golf Experiences are there to drive new participants into your program, the scheduling of your events must link to learner program opportunities at your club.



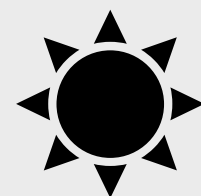
Accessibility for Participants

- When scheduling your classes, consider running these on a mixture of days and times to suit the needs of your target demographic and participants.



GLF. Locker

- All Learner Program classes and events should be scheduled and bookings processed through your GLF. Locker system.



Climate Dependent

- The length of the program that you can offer and therefore the number of classes and events will be dependent on the climate in which your venue operates.



Flexibility to You

- You have flexibility to schedule your learner program classes and events to suit you and your venue. This includes:
 - The number of classes you offer each week as you adhere to the minimum expectations
 - The time and days your classes run
 - The number of coaches delivering your class



On Course Themed Classes

- Built into the Themed Classes are classes that should take place out on the golf course. You need to consider access to the course when scheduling these and it may be required that these take place on a different day and time than your other classes.

Monthly Introduction Cycle

- Each month it is recommended that you should be offering a new opportunity for participants to attend the four Introduction to Golf Classes. These should run weekly at a consistent day and time and then roll into the Themed Class calendar that has been produced.

Class and Event Sizes

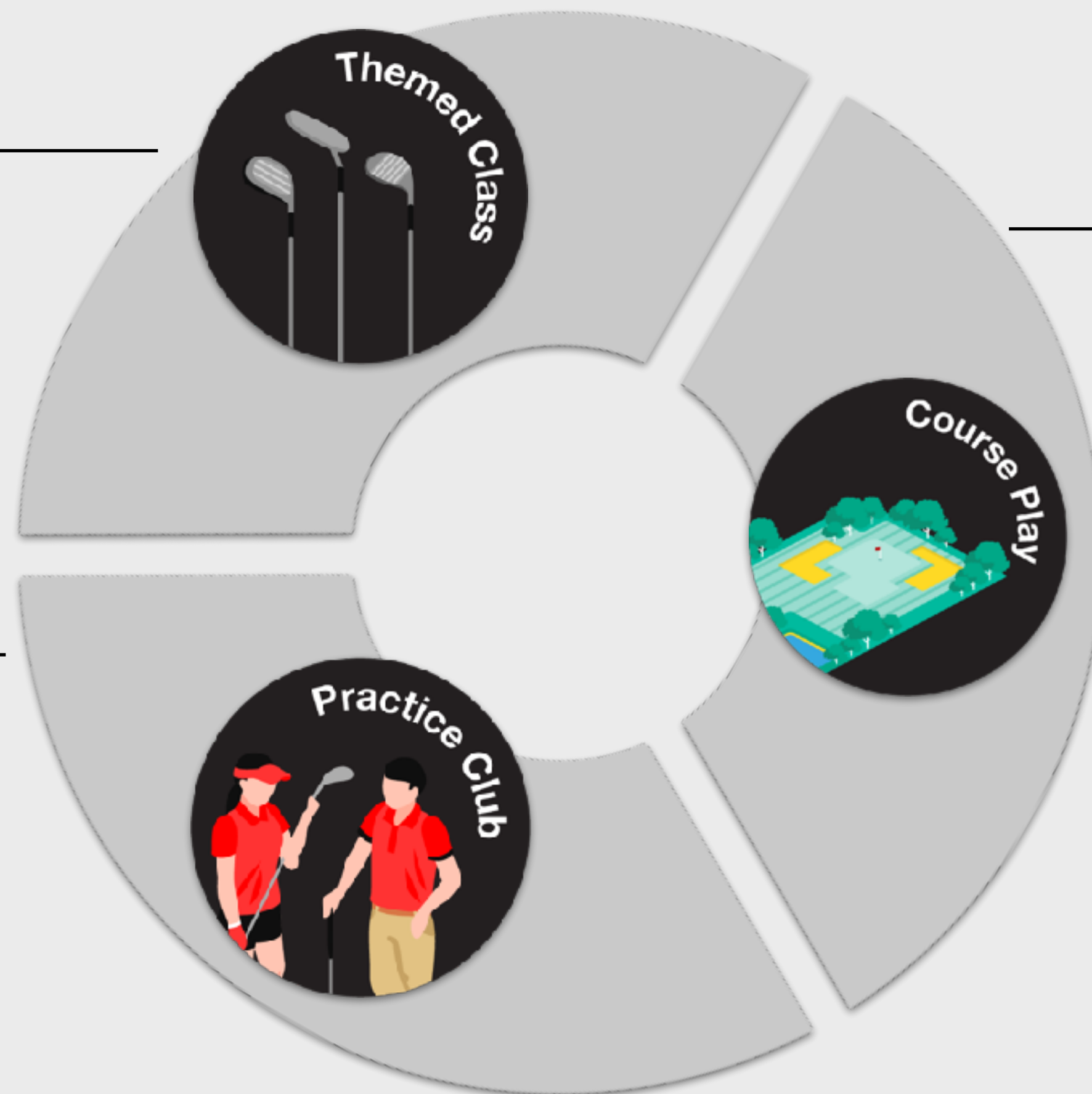
It is important to ensure that you deliver a great experience for each learner enrolled onto the program, and therefore maintaining a suitable number of places on each class and event you run is vital. The balance between maximizing revenue, social connection opportunities for the learner and also ensuring they receive adequate contact time with you is vital. We recommend the following ratio and number of places for each component of the program:

1:8

- These classes should run for a maximum of 8 students per coach to ensure you can implement the class plan components effectively.

1:12

- Practice clubs are designed to have an increased social focus and less emphasis on prescribed learning outcomes. Therefore, 12 students can attend these for every one coach.



36 Places*

- *The number of places will vary depending on the amount of course access at your club. However, the guidance above is based on 9 tee times with 4 in a group.

Scheduling Based on Climate and Region

The Learner Program should be scheduled in line with the climate and therefore region that you operate. You should offer the Learner Program opportunities across the following programming months:



Year Round

- Classes, Practice Clubs and Social Stroke Play events should be offered year round.



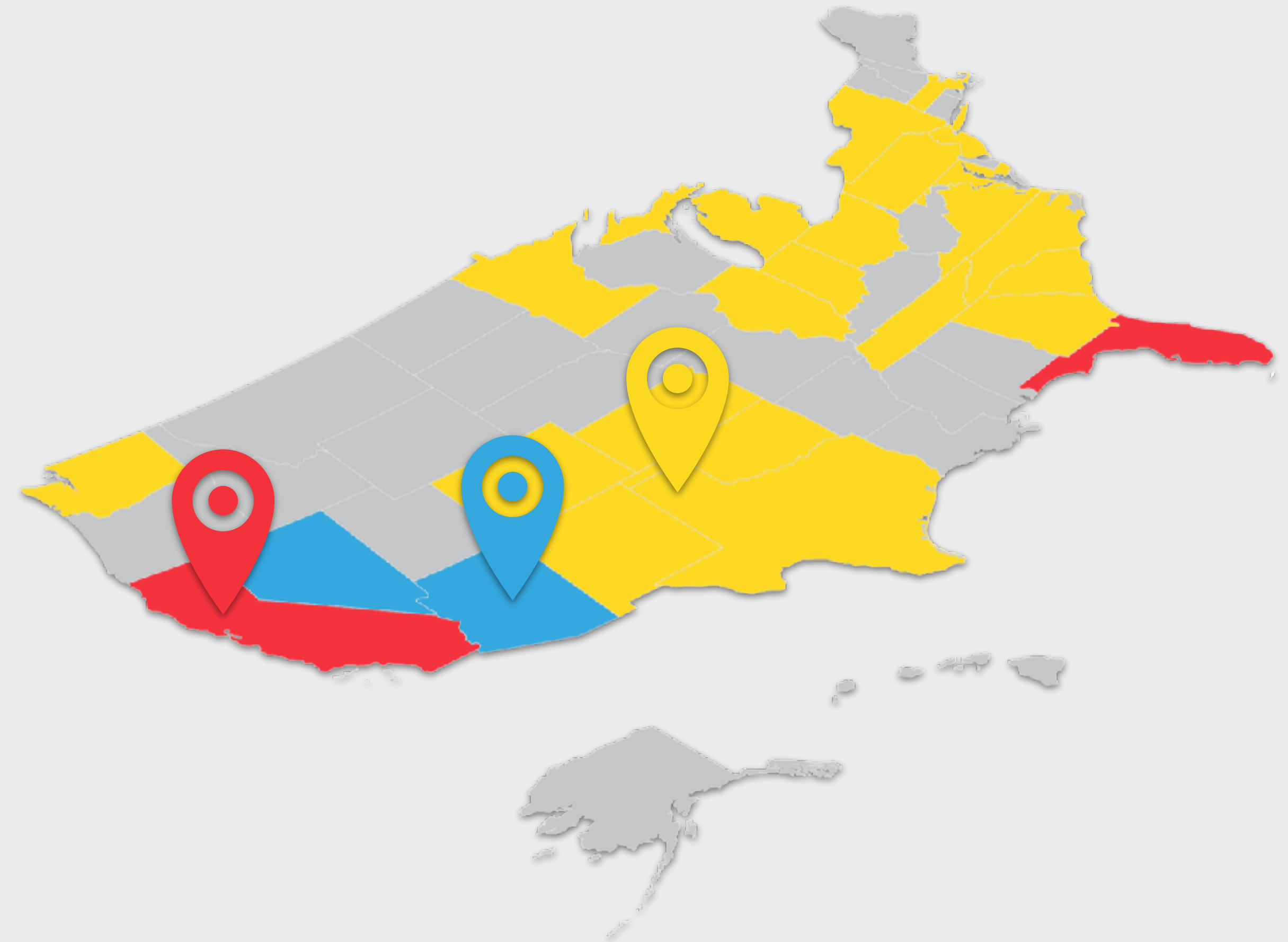
Seasonal - April - October

- Classes, Practice Clubs and Social Stroke Play events should be offered between April - October.



Desert - October - April

- Classes, Practice Clubs and Social Stroke Play events should be offered between April - October.



Scheduling of Monthly Introduction Themed Classes

In order to give your students an opportunity to enter the program at the introduction stage of the Themed Classes as well as make up on missed classes, you can offer a cycle of the four Introduction Themed Classes each month. These should be scheduled on a new time of the day or day of the week if required. The four themed classes should run in order at the same time and day within that month.

In the example below, we can see a run of the four Introduction classes on Saturday in November and a new Introduction class starting on Tuesdays in December.

Name: Introduction to Swing
Day: Saturday
Time: 3pm - 4pm

Name: Introduction to Chipping
Day: Saturday
Time: 3pm - 4pm

Name: Introduction to Putting
Day: Saturday
Time: 3pm - 4pm

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					


Name: Introduction to the Course
Day: Saturday
Time: 5pm - 6pm

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Sequence of Themed Classes

You should schedule your Themed Classes in line with the Class Calendar. The Class Calendar has been designed so that the Themed Classes are scheduled in order, but so that each venue is offering the same class each week. This will allow you to access the relevant class plan and receive support from the Director of Golf Programming when delivering your classes. Once the final introduction themed class has been scheduled within that month, the class time and day should continue but the next class will be the class defined for that week within the Class Calendar.


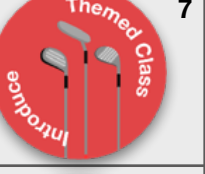






In the example below, we can see the class time and day for the Saturday and Tuesday Introduction Classes continue and the specific classes each week is the one outlined in the class calendar. A new cycle of Introduction Classes are also starting on Fridays in January. The amount of introduction class you schedule will depend on the needs of your venue.



Four Weeks Introduction Classes

Themed Class on the Calendar

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5		7
8	9	10	11	12		14
15	16	17	18	19		21
22	23	24	25	26		28
29	30					

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3		5
6		8	9	10		12
13		15	16	17		19
20		22	23	24		26
27		29	30	31		

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						2
3		5	6			9
10		12	13			16
17		19	20			23
24		26	27			30
31						

Scheduling of Weekly Practice Clubs

You should also schedule a weekly Practice Club across the three Practice Club types. The exact Practice Club you should be running each week is also visible on the Class Calendar.

It is your discretion to decide on the day and time that the Practice Club should run at your venue, and the number of Practice Clubs you should offer each week. This will depend on the size of your program and coaching team availability. In the example below, the Practice Clubs are scheduled on a Monday evening with the example Practice Club Type following the Class Calendar. We can also see the Introduction Classes scheduled on a Saturday.

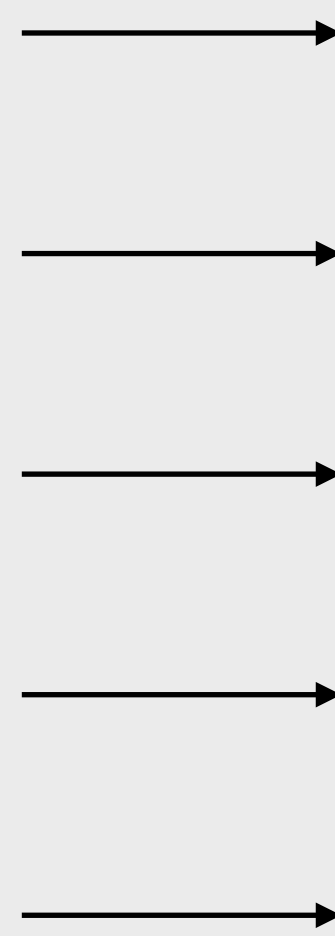
Type: Practice your Swing
Time: 7pm - 8pm

Type: Practice on the Green
Time: 7pm - 8pm

Type: Practice Around the Green
Time: 7pm - 8pm

Type: Practice your Swing
Time: 7pm - 8pm

Type: Practice on the Green
Time: 7pm - 8pm



	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	Practice Club	2	3	4	5	Themed Class	7
8	Practice Club	9	10	11	12	Themed Class	14
15	Practice Club	16	17	18	19	Themed Class	21
22	Practice Club	23	24	25	26	Themed Class	28
29	Practice Club	30					

November 2021

Scheduling of Course Play Events

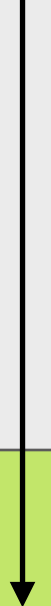
Included in the monthly subscription, is an opportunity for the Learners to attend a Course Play event each month and you should schedule this event at a time and date that will maximize engagement in the event. We recommend that you schedule this event on a consistent day, week and time each month to offer consistency for learners and your team.

You should also ensure that your event does not conflict with your Themed Classes and Practice Clubs. In the example below the Course Play event is scheduled on the first Sunday of the month with the event starting at 4pm.

Name: Course Play Event
Time: 4pm Start

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 Practice Club	2	3	4	5	6 Themed Class	7 Course Play
8 Practice Club	9	10	11	12	13 Themed Class	14
15 Practice Club	16	17	18	19	20 Themed Class	21
22 Practice Club	23	24	25	26	27 Themed Class	28
29 Practice Club	30					

November 2021



Example 6 Month Delivery

Below shows an example of the delivery across 6 months between the delivery months of November - April. It shows how the three program elements link together and how each month there is a new Introduction Class starting which then starts a new cycle of classes in line with the Class Calendar. In the example below for the purpose of the graphic, each introduction cycle starts on a new day, however it is up to you to decide on the days the classes are scheduled.

Over the course of the six month period, there are 3 Themed Classes running each week and a weekly practice club on the same day and time each week as well as a consistently scheduled Course Play Event.



Weekly Practice Club

- Mondays at 7pm



Social Strokeplay

- 1st Sunday of the Month



Themed Classes

- Saturday 3pm - 4pm
- Tuesday 7pm - 8pm
- Thursday 10am - 11am

Mon	Tue	Wed	Thu	Fri	Sat	Sun
Practice Club 1	2	3	4	5	Themed Class 6	Course Play 1
Practice Club 3	9	10	11	12	Themed Class 3	14
Practice Club 5	16	17	18	19	Themed Class 10	21
Practice Club 2	23	24	25	26	Themed Class 7	28
Practice Club 9	30					

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	Themed Class 4	Course Play 2
Practice Club 6	Themed Class 1	8	9	10	Themed Class 1	12
Practice Club 3	Themed Class 8	15	16	17	Themed Class 5	19
Practice Club 10	Themed Class 2	22	23	24	Themed Class 9	26
Practice Club 7	Themed Class 9	29	30	31		

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					Themed Class 1	Course Play 3
Practice Club 3	Themed Class 6	5	6	Themed Class 3	Themed Class 8	9
Practice Club 10	Themed Class 9	12	13	Themed Class 6	Themed Class 1	16
Practice Club 7	Themed Class 3	19	20	Themed Class 10	Themed Class 7	23
Practice Club 4	Themed Class 10	26	27	Themed Class 4	Themed Class 11	30
Practice Club 11	Themed Class 7					

Mon	Tue	Wed	Thu	Fri	Sat	Sun
Practice Club 4	Themed Class 1	2	3	Themed Class 4	Themed Class 5	Course Play 4
Practice Club 11	Themed Class 8	9	10	Themed Class 1	Themed Class 2	13
Practice Club 8	Themed Class 5	16	17	Themed Class 8	Themed Class 3	20
Practice Club 5	Themed Class 11	23	24	Themed Class 5	Themed Class 10	27
Practice Club 12	Themed Class 8					

Mon	Tue	Wed	Thu	Fri	Sat	Sun
	Themed Class 1	2	3	Themed Class 4	Themed Class 5	Course Play 5
Practice Club 1	Themed Class 8	9	10	Themed Class 11	Themed Class 2	13
Practice Club 8	Themed Class 5	16	17	Themed Class 8	Themed Class 3	20
Practice Club 5	Themed Class 11	23	24	Themed Class 5	Themed Class 10	27
Practice Club 12	Themed Class 8	30	31			

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	Themed Class 2	Course Play 6
Practice Club 2	Themed Class 9	6	7	Themed Class 8	Themed Class 3	10
Practice Club 9	Themed Class 6	13	14	Themed Class 11	Themed Class 4	17
Practice Club 6	Themed Class 10	20	21	Themed Class 3	Themed Class 11	24
Practice Club 13	Themed Class 7	27	28	Themed Class 10	Themed Class 1	

The Class Calendar

A Class Calendar has been produced and it is important that you plan your Themed Classes and Practice Clubs in line with this calendar across your program delivery months. On the specific week of the calendar, you should be offering the Themed Class and Practice Club that is outlined in the Calendar across all of your individual classes.

At the end of the four week Introduction to Golf Classes that run on a four week cycle each month, the next class you offer as a continuation should be the class outlined in the class calendar. The Class Calendar is available in the Training Hub.



Scheduling on GLF.Locker

It is important that when scheduling the different program elements, that you schedule these correctly on your GLF.Locker system. The different supporting resources including the Step by Step Guides and Training elements from the GLF.Locker support Team have been built based on the elements being scheduled in a specific way. There is further Training from the Support team to help you get each element setup correctly and the Director of Golf Programming can assist you to get this program setup correctly.

1 Schedule Using the Game On Program Filter

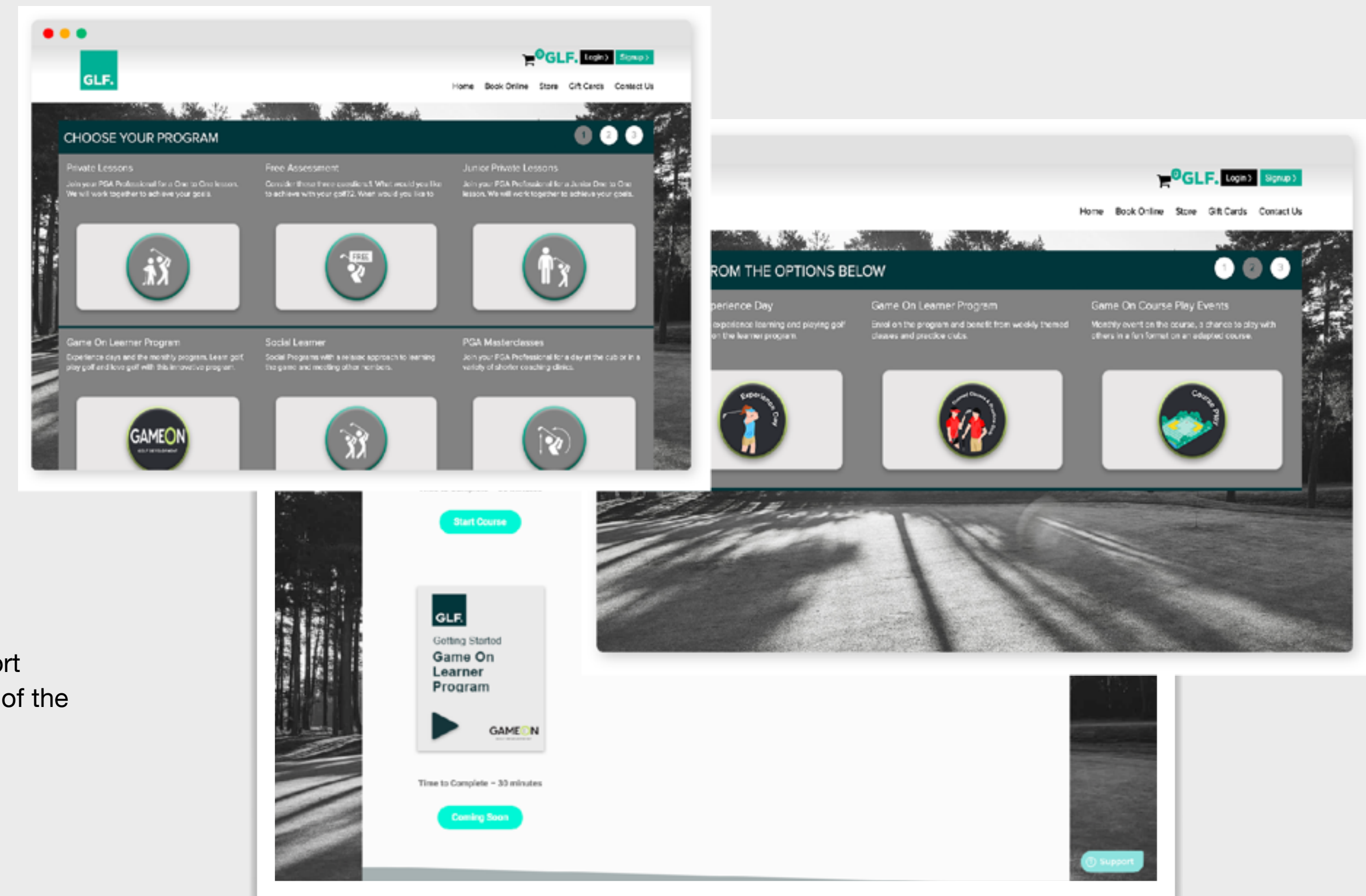
- The different program elements should be scheduled using the Game On Program Filter.

2 Assign to the Relevant Sub-Filter

- You can assign the different program elements to the specific sub-filters.

3 Review the Program Training

- The GLF.Locker Support Team have put together short training modules to help you schedule each element of the Program.



Pricing, Charging and Projections



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Cost of the Program

The price of your program will vary depending on the internal classification of your venue. However, the pricing is standardized across these classification unless you have agreement from the Director of Programming. The cost of the monthly learner subscription is as follows:

Premier	\$200 per month
Signature	\$180 per month
Classic	\$160 per month
Select	\$160 per month



What is included?

The following should be included within the Monthly Subscription as standard

- ✓ 1 x Weekly Themed Class
- ✓ 1 x Weekly Practice Club
- ✓ 1 x Monthly Social Stroke Play Event
- ✓ GLF.Locker Student Account and Associated Game On Program Access (Web and App)
- ✓ Mastering the Game Skills Challenges E-BOOK

Support for You



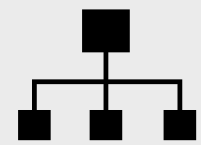
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Support Available to You

We know that supporting you to deliver every component of the program is essential to its success. Therefore, you are being provided with a range of support tools, technology and resources to help you, the learner and the company to succeed.

Support will be available to you in the following ways:



Program Management

- Management are available to support you with the implementation of the programs at your venue and be on hand to answer any questions that you may have.



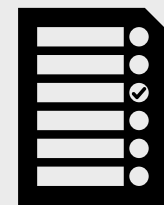
GLF.Locker

- The GLF.Locker system will allow you to bring your program to life, manage your activity on the go and connect with your customers.



Training Hub

- The Training Hub is your online destination for you to access everything you need to deliver your programs and make it a success.



Program Resources

- These resources are designed to support the delivery of your program at your venue and ultimately help you make it a success



Marketing Directive

- You will have access to a range of marketing resources built by the marketing team at Club Corp. This will help you marketing your program at your venue and digitally to your audience.



Marketing Experts and Distribution

- You will have access to marketing support through the experts at Retail Tribe and they can help you get your Learner program out to the right audience.

Training Hub

The Training Hub is your online destination for you to access everything you need to deliver your programs and make it a success. The Training Hub is accessible through the GLF.Locker web based system and app. The Training Hub contains:



Program Training

- Navigate through the Training Courses for the Learner Program. Built with a Learning Management System to track and record your progress at every step.



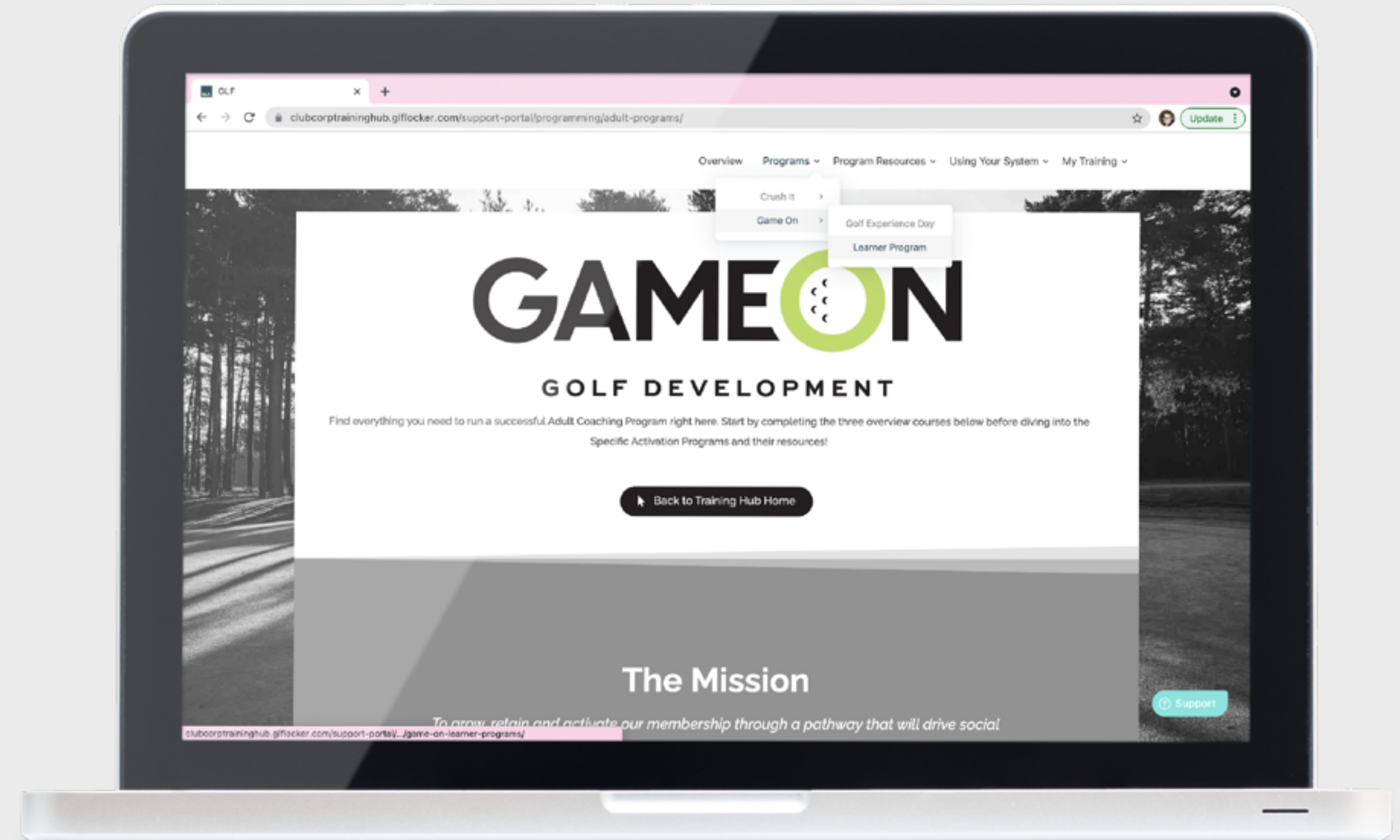
Program Resources

- Through the Training Hub you can view and download a range of resources to support the delivery of the program.



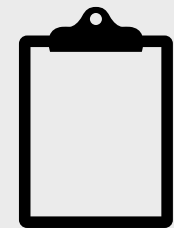
GLF.Locker System Support

- Access support to help you use the full power of the GLF.Locker system to support the delivery of the program at your venue. You can also access specific training modules for the Game On Learner Program.



Program Resources

Through the Training Hub, you can access, view and download a range of Program Resources. These resources are designed to support the delivery of your program at your venue and ultimately help you make it a success. Some of the program resources you can access are as follows:



Themed Class and Practice Club Plans

- These plans are downloadable from the Training Hub and will walk you through every step of running your Themed Classes across the two stages and your weekly Practice Clubs.



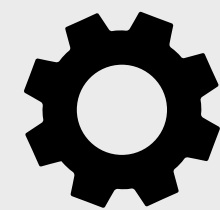
Scheduling and Planning Step by Step Guides

- View and download guides to help plan your programs and understand what you need to do at every stage of implementation.



Course Play Event Resources

- This includes a range of resources to help you run your Course Play event including event scorecards, guidance on building your course and more.



Planning Resources

- This includes a range of resources to help you plan your program including the Program Calendar.



Communication and Billing Resources

- This includes a range of resources to help you run your communication with your students effectively and how to reconcile payments through Micros and GLF.Locker



Marketing Support

To help drive engagement in your programs and generate new leads and drive conversions, you will have access to marketing support through the experts at Retail Tribe as well as a range of assets provided by the ClubCorp Marketing Team. The support available will help you to create engaging marketing content through a range of channels to reach and capture your audiences. You will have access through Retail Tribe to engaging marketing content, and technology to reach your audience as well as access to support from marketing experts.



Weekly Mailers

- The team at Retail Tribe can assist you with weekly mailers to send to your membership



Special Mails

- Communicating the different programs and promoting them seamlessly within the campaigns with content built by experts.



Digital Assets

- Additional special mails to promote and fill up any last spots.



Marketing Directive Assets

- Build by the Club Corp marketing team, these will help you bring your program to life at your club. These are available for you to distribute locally and electronically. The marketing directive will include:

WE ARE ALWAYS GAME

INTRODUCING GOLF FOR ALL

GAMEON
GOLF DEVELOPMENT

Whether you're a beginner or have experience, take your game to a new level with this innovative program.

CRUSH IT!
JUNIOR GOLF

Teaching kids the essentials to play the game well for fun and friendly competition, along with skills for life.

SHOTZ
SOCIAL GOLF PROGRAM

We combine lively social events with casual golf for a relaxed time with the guys, the girls or couples.

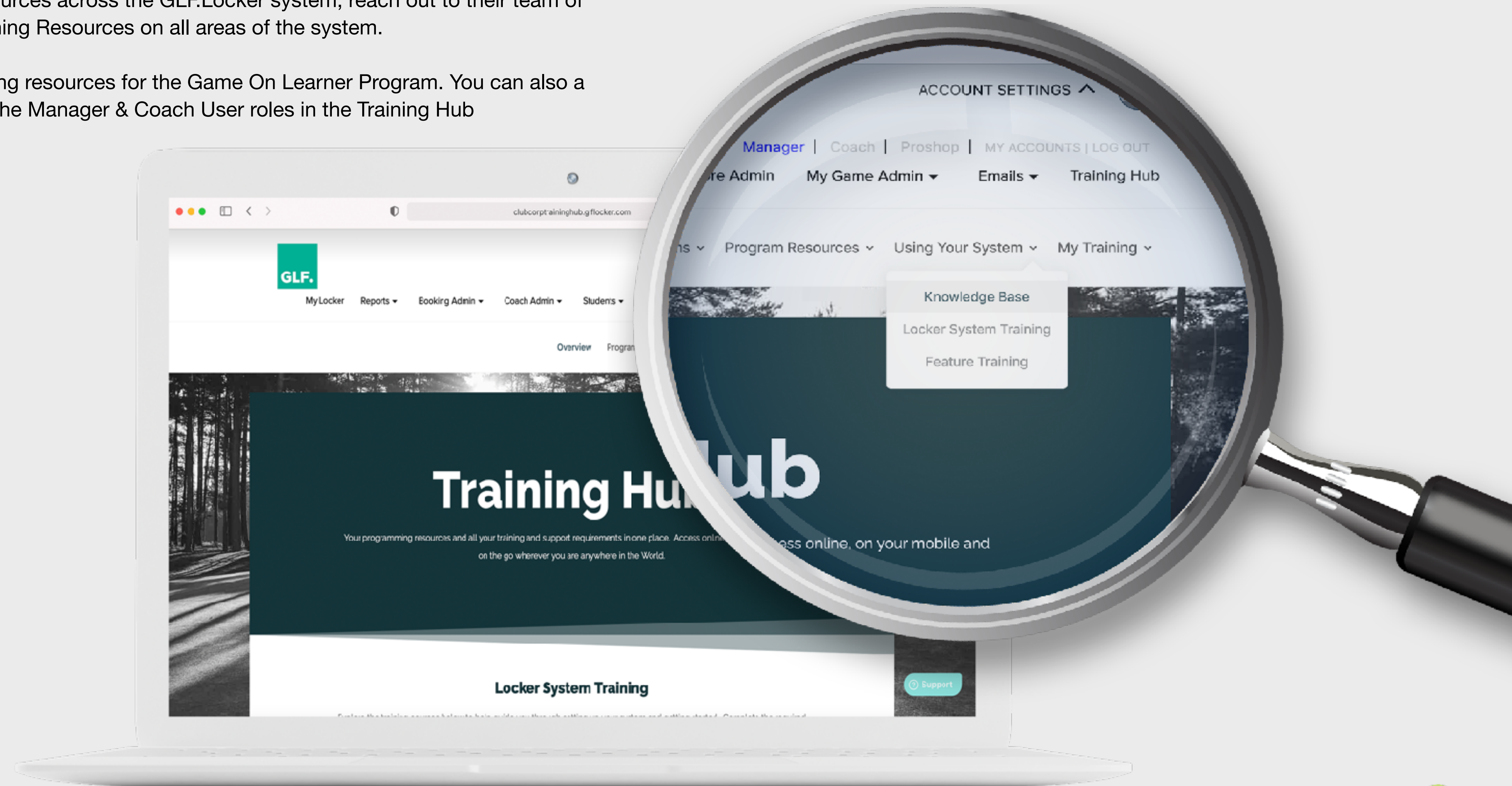
Get in the game today.
000.000.0000 | website.com

B
BROOKHAVEN
COUNTRY CLUB

GLF.Locker Support Resources

The team at GLF.Locker are available to support the implementation of your program at every stage. You can access a Knowledge Base of resources across the GLF.Locker system, reach out to their team of Product Experts and also access Training Resources on all areas of the system.

The team has also build specific training resources for the Game On Learner Program. You can also a specific Training Module across both the Manager & Coach User roles in the Training Hub



Expectations and Measuring Success



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Your Roles

You will have a diverse range of roles on a day to day basis that are crucial to the success of the program and the impact it will have at your venue. These roles will not only have a huge impact on growing your program but the reputation of the program in your local community and across the country. Your roles will broadly cover the following:



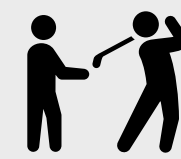
Planning and Scheduling

- Co-ordinating your programs and working with your colleagues and venue to get your program up and running and keep it moving. You are also responsible for getting the themed classes, practice clubs and on course event scheduled.



Tracking and Reconciliation

- Critical to ensuring that the program activity is measured accurately and consistently. This includes reconciling payments through your micros, through the GLF.Locker system, student sign ups and activity through the myGame area.



Program Delivery

- Putting words into action, you have a critical role to play on the delivery of your programs across all of the elements including Practice Clubs, On Course Event and Themed Classes.



Marketing Content Creation

- Directly work with the team at Retail Tribe on marketing content specific to your venue and delivery of this to a variety of channels.



Communication

- You are responsible for engaging with all key stakeholders including those enrolled on your program, your venues, colleagues and ClubCorp Management.

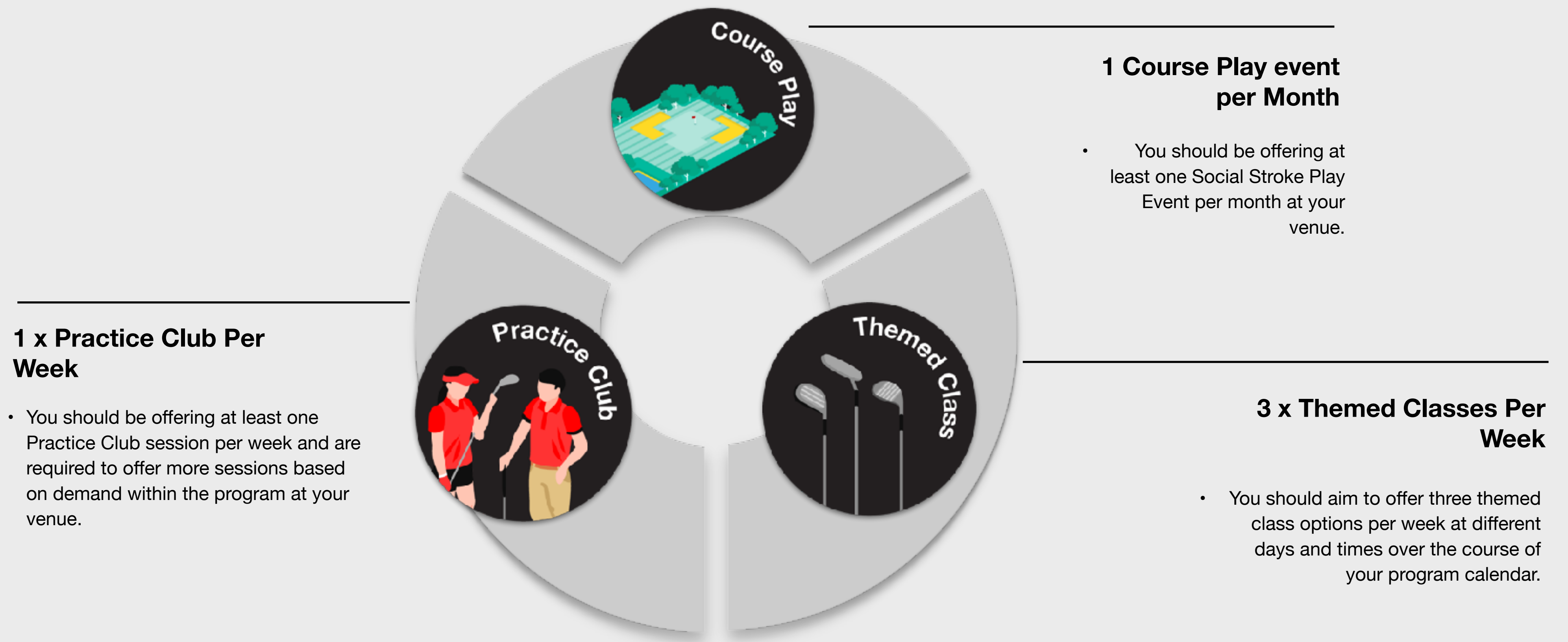


Marketing Content Delivery

- You are also responsible for utilizing the assets available to you to create marketing content specific to your venue and make your program stand out in your club!

Expectations

The exact expectations of the Learner Program at your Club will be communicated to you by the Director of Golf Programming and will work with you to put a plan in place to run a successful program at your club. However, as a minimum there are a number of expectations for the delivery of the program across all venues. This includes:



Measuring Success

Your programs will be measured through a variety of key performance measures which will link directly to the objectives and mission of the program. However, the following four metrics will be used as the key methods of measuring the success of the program:



Revenue

- Revenue metrics will be used to track and measure the success of the program in your venue.

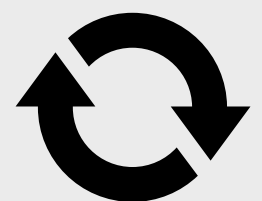
Surveying

The opinions of your participants really matters and we will be surveying the family regularly to help shape the program within your venue and across the business as a whole.



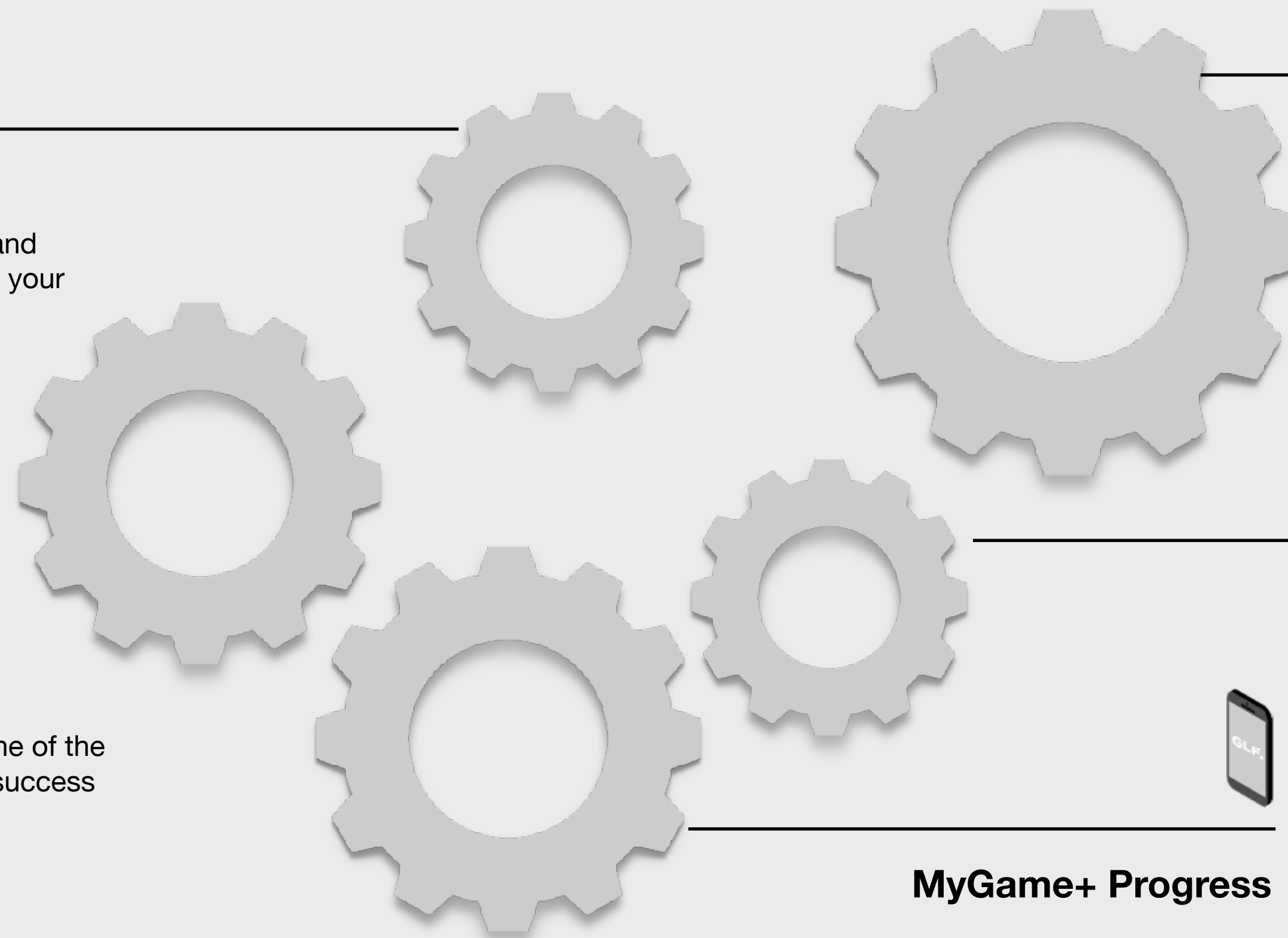
Sign-ups

- The growth of your programs will be one of the key metrics to measure and track the success of the program within your venue.



Retention

- Tracking the retention of your participants and length of time they are engaged on the program will be critical in assessing the success of the programs within your venue.



MyGame+ Progress

- Your learners engagement in the program and development will be tracked through the myGame area of the GLF.Locker app.

Implementation

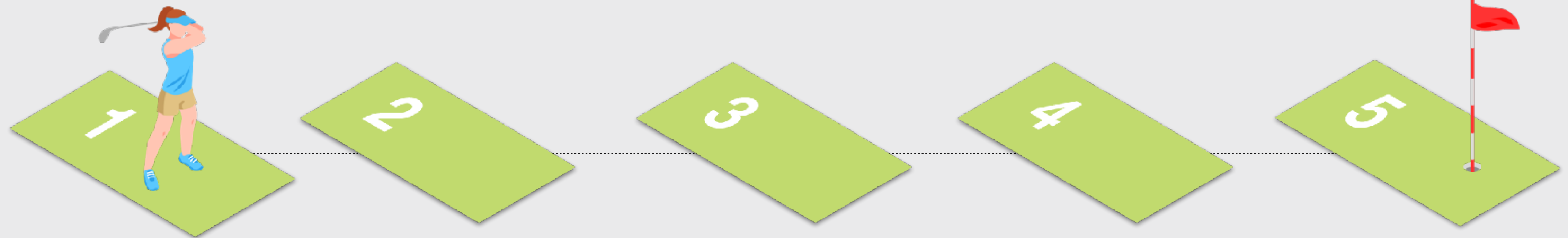


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Implementation of Your Training

Depending on the exact strategy for launching your program and filling your program places, you need to ensure you understand the program and complete each of the required tasks during the implementation stages. We recommend you complete the following steps:



1. Complete Your Learner Program Training

You're nearly there, only a few more chapters to go to complete the first three modules of training!

2. Complete Your Experience Day Training

You should already have completed your Experience Day Training but if you haven't, learn about the Experience Day program so you are ready to launch the day at your venue to link directly to your Learner Program.

3. Complete GLF.Locker Game On Training

These Training modules for Managers and Coaches will walk you through every step of logging activity, reconciling and learning to use the MyGame+ area.

4. Complete your Course Play Training

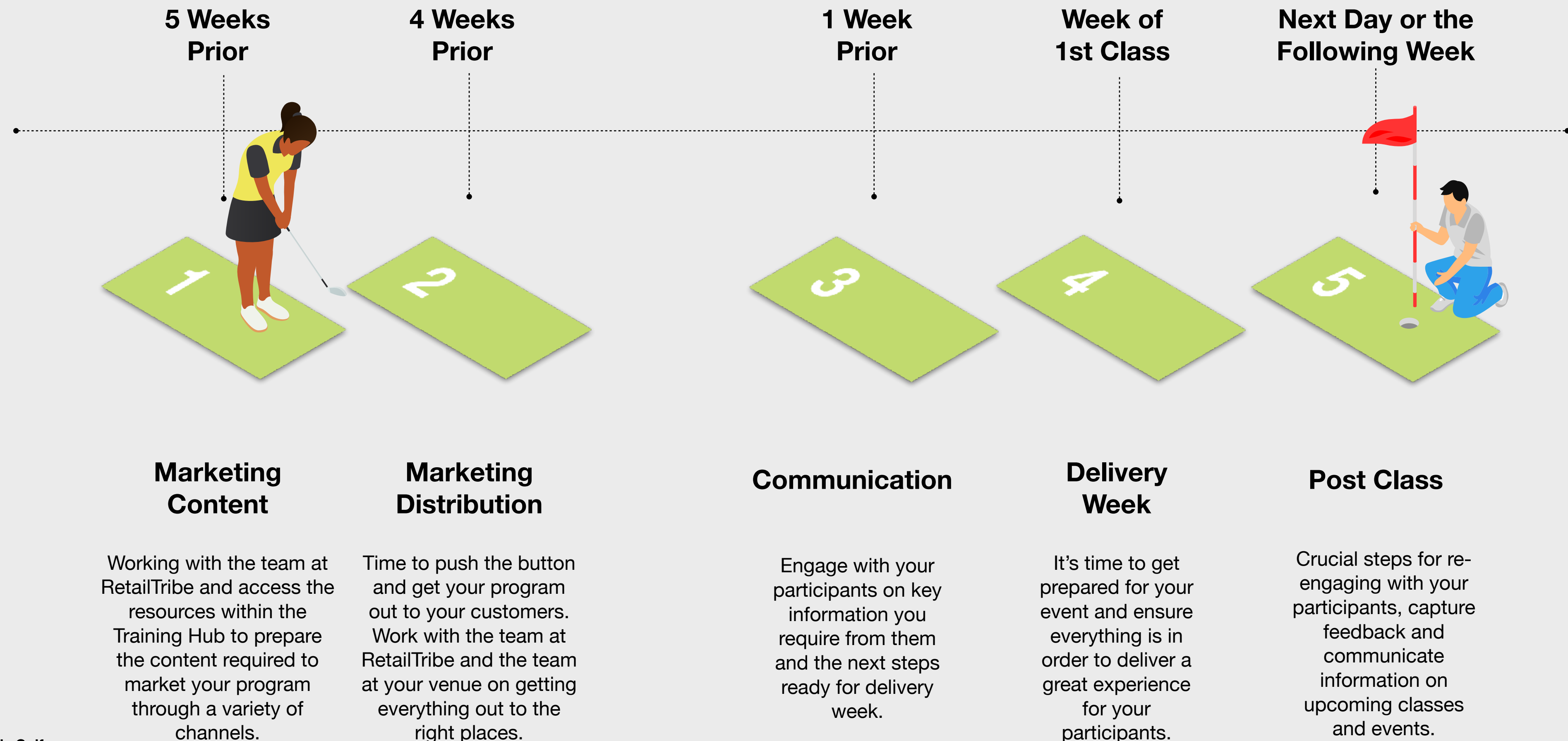
You should complete this Training Module around 4 weeks prior to your Course Event so you can understand how to setup your adapted course and organize your event.

5. Complete your Themed Class and Practice Club Training

You should complete this Training Module around 2 weeks prior to your first Themed Class and Practice Club. This will navigate you through how to deliver the class plans and run your class effectively.

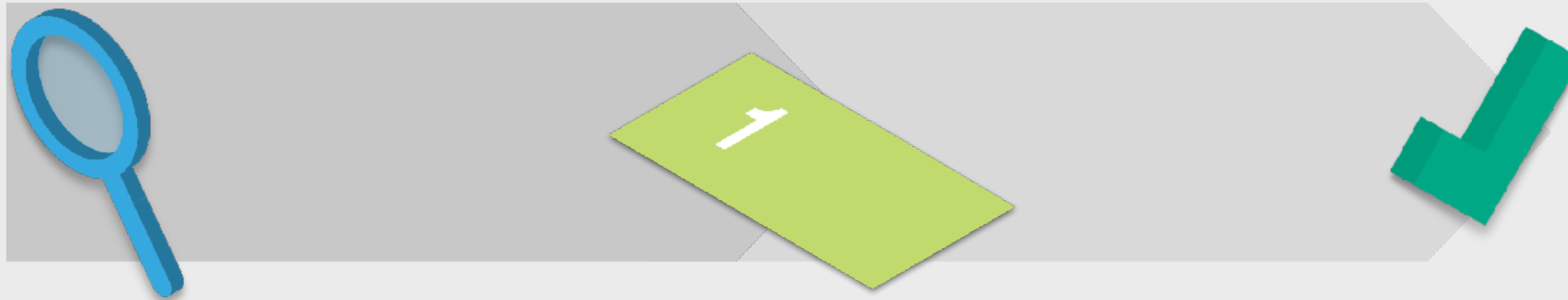
Build up to Your First Class

Once you have all of the components of your Learner Program scheduled, you are ready to follow the next stages of implementation. We recommend this starts around 5 weeks prior to the first class. This will ensure that you have adequate time to work through each stage, and be able to work effectively with your team as well as the GLF.Locker support team and the team at Retail Tribe. The recommended implementation stages are as follows:



Step by Step Guides

To help you with the implementation of this timeline, we have provided a step by step checklist document to help you tick off the actions for each week. Navigate across to the 'Training Hub', visit the 'Experience Day' section and download the 'Checklist Guides' to help you get up and running. You can then mark the each step of implementation as complete to keep you on track.



Navigate to the Game Learner Program section

- Within this section you will see step by step guides following the implementation stages for this event. Print off and navigate through the task for each stage. Each task, where applicable, links directly to a resource in the hub and will help you get everything in place to move to the next stage.

View or Download Step 1 'Planning and Scheduling Checklist'

- The first step is to complete the actions within Planning and Scheduling. These tasks are everything to do with getting your event organized at your venue and added to GLF. Locker. Decide on when you will run this event and who will be assisting with the delivery of your event. This step also link directly to the Learner Program.

3. Action the Tasks and Mark as Complete

- Once you have completed the tasks at each implementation stage you will be ready to move to the next stage and keep your event on track. Mark each step as complete as you go.

Next Steps

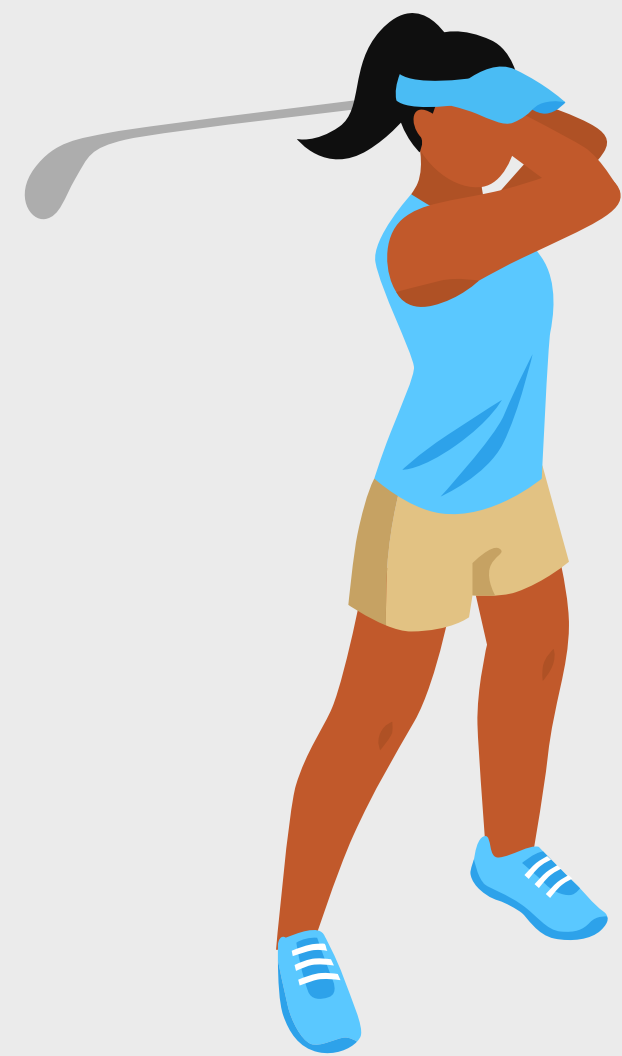


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Next Steps

Take the next steps towards a thriving Game On learner program at your club...



1. Complete the Learner Program Scheduling and Planning Step by Step Guide

This step by step guide will walk you through the steps to plan your themed classes, practice clubs and Social Stroke Play Event.

2. Complete the GLF.Locker Training Modules

These Training modules for Managers and Coaches will walk you through every step of logging activity, reconciling and learning to use the MyGame+ area.

3. Move on to Complete the Remaining Step by Step Guides and Further Training

You should complete this Training Modules for organizing your Course Play Event and how to deliver your Themed Classes and Practice Clubs. You should also follow the step by step guides.

Thank you.

Please complete the Step 1 Scheduling and Planning Tasks within the Game On Learner Program Overview page in the Training Hub.

