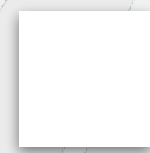


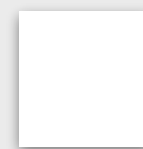
Step 1 - Scheduling and Planning

Please find listed below the recommended actions that you need to take during this step of implementation for your Halloween Scramble event:



Refine your Event Plan

You should already have your event date and start time scheduled after completing your Social Play Training. However, if you are yet to do this please review our recommended schedule steps below critical to implementing your event:



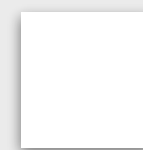
Discuss Golf Course Access with Your Venue

You are best placed to assess the access on your course. As the event is targeted at participating and non participating juniors it is recommend that you schedule your event at an off peak period and you may also want to get access to an area to run your registration and award ceremony.



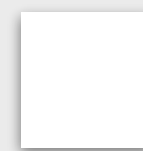
Decide on the Format of Your Event

Your event will be best delivered over a shotgun start. The event should be run over a maximum of 9 holes. You should therefore aim to fill 36 places, with 18 Crush It juniors and 18 non Crush It juniors. You may be able to offer more places if you decide to run a single tee start event.



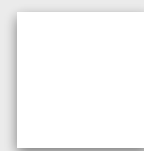
Confirm the Start and End Time of Your Event

Your event should give the juniors participating an opportunity to play 9 holes on the course. It is recommended that 3 hours is allocated to the event giving you enough time to cover all elements, including an award ceremony at the end of the event.



Decide on Your Event Date

The event is specifically a Halloween Themed Event and you should therefore aim to schedule your event as close to Halloween as possible to drive engagement in the event. You should aim to schedule the event 2 weeks either side of Halloween.



Schedule your event on GLF. Connect

You should already have your event date scheduled in your GLF. Connect system but you may need to refine the setup of this to ensure it is accurate and ready to launch to your customers during the Marketing Distribution stage. The key elements for setting this event up are:

- Select the Junior Social Play program template in the Class Builder
- Add to the Crush It Junior Events and Social Play program filter
- Assign to the Crush It MyGame+ program
- Add the member and non-member pricing for your event
- Add the event places in line with the format of your event
- Set the registration periods in line with when you want to take bookings from your members and customers. This will ensure the event is visible on your online booking system.
- Ensure you add the event to each of the coaches schedules who will be assisting on the day
- Ensure you schedule the event 2 weeks either side of Halloween
- Ensure you assign the revenue that is generated for the event correctly

