

Step 4 - Communication

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



- Chase Your Engaged Customers**
Follow up with any engaged customers on your campaigns that may not have reserved a place yet on your event. This will act as a timely reminder and drive those last minute bookings.
- Request a Special Mail from RetailTribe**
If you still have places available on your event, RetailTribe can help you fill those last few spaces with a special mail.
- Re-send Your Emails and Posters**
Remind these customers about your event and this may spark them to contact you and sign up.
- Repost on Your Social Channels**
Ask the social media guru at your club to repost information about your event on the range of social channels available.
- Re-send to Your Membership**
If this is available at your venue, ask your Membership Experience Director to resend your event flyer/information.
- Request Team Gifts and Awards.**
You should reach out to the PGA Family Cup and ensure you have everything you need for the event including team gifts and awards.
- Send Your Sign Ups Event Information**
Distribute the compliance information and key information about your event to those that are signed up. As new signs up come in, you will need to send ensure that you send this to each participant.
- Use the Template Communication**
Visit the Communication section of the Training Hub and download the template email to share with your participants including arrival time, itinerary of the event, equipment required and more.
- Download and Attach Medical Request Form / Minor Release Agreement**
This is vital information to ensure that you have the important information relating to each child.
- Use the GLF. Connect Group Messaging Function - [Click Here for Tutorial Video](#)**
View the tutorial to message your students through the GLF. Connect messaging system.
- Email your Students - [Click Here for Tutorial Video](#)**
View the tutorials to learn how to download the class information or send an email message to your event attendees from within the GLF. Connect system.

