

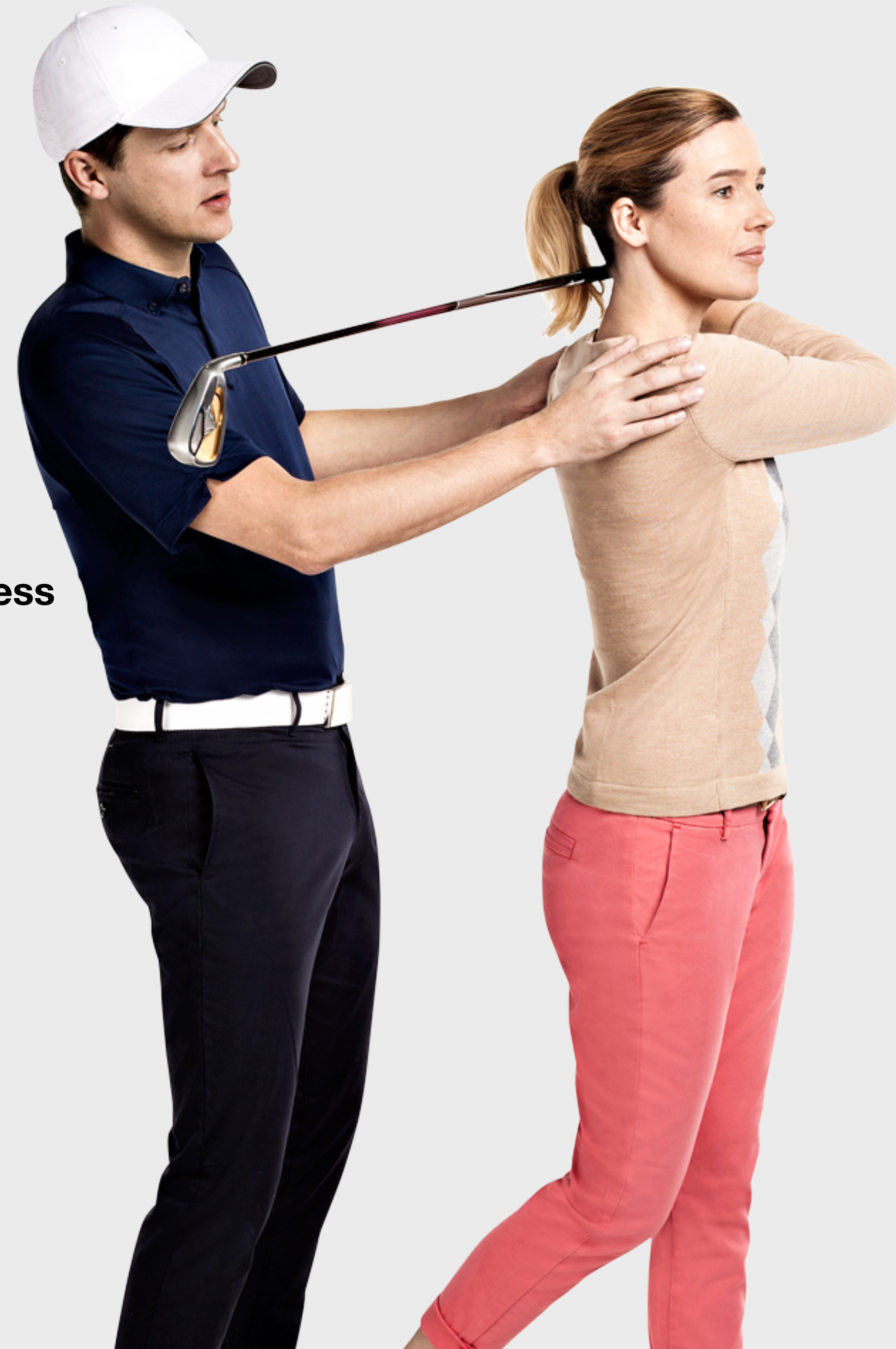
# Implementing Your Program



**GAMEON**

# Contents

- 3 **Growing Your Program**
- 10 **Scheduling**
- 26 **Pricing and Charges**
- 29 **Support for You**
- 35 **Your Role, Expectations & Measuring Success**
- 39 **Implementation**
- 43 **Next Steps**



# Growing Your Program

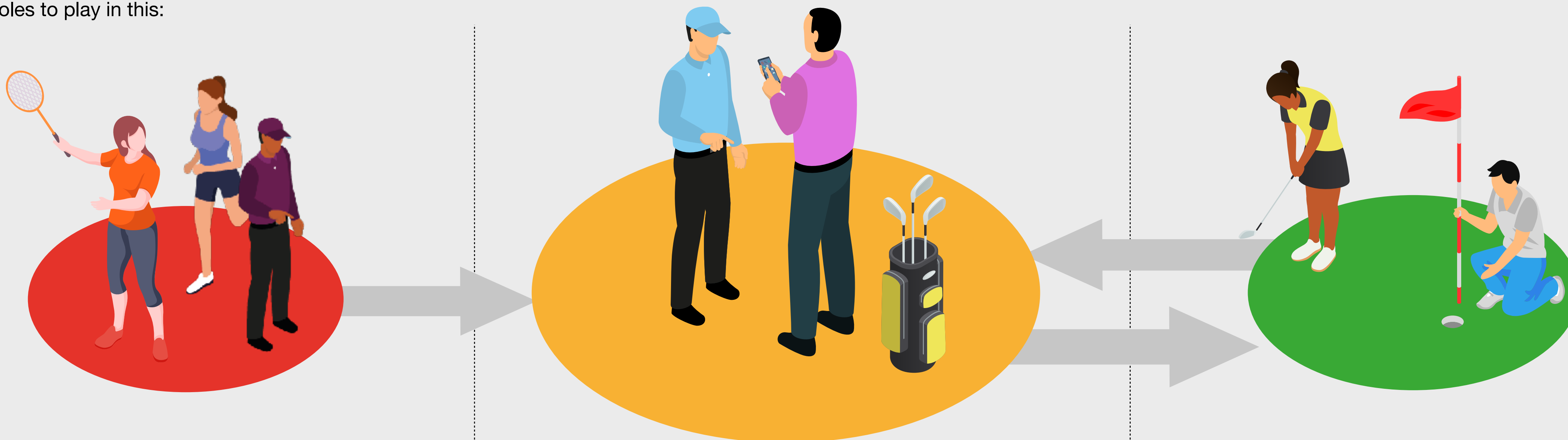


**GAMEON**



# 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

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



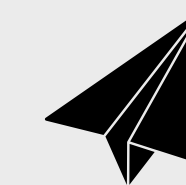
## Social Media

- 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 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.



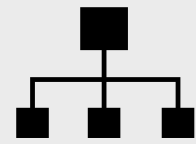
## Ignite their Enthusiasm

- 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



GAMEON

# 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. An overview of the expectations across the three themed class steps are as follows:

## Step 2

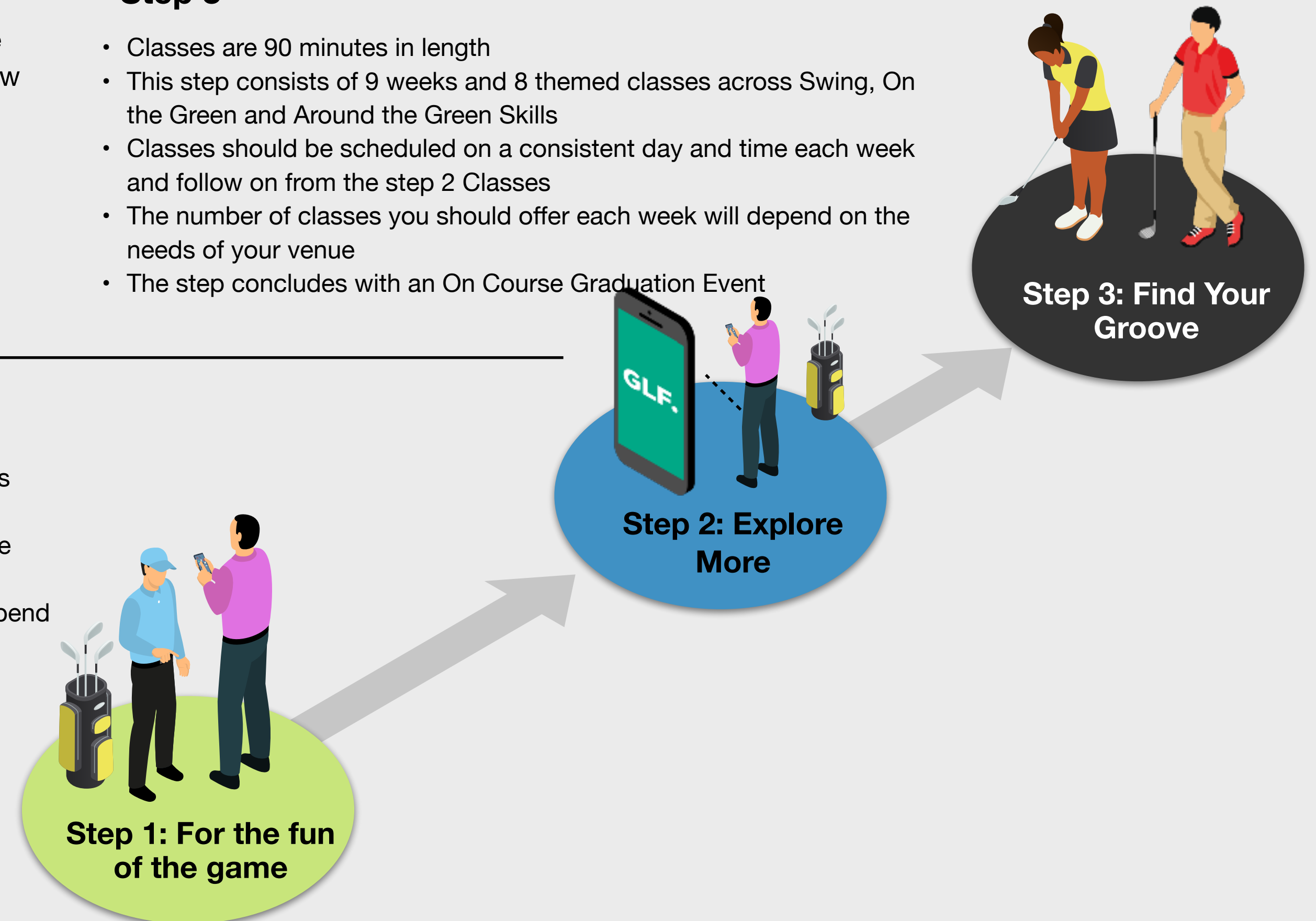
- Classes are 90 minutes in length
- This step consists of 9 weeks and 8 themed classes across Swing, On the Green and Around the Green Skills
- Classes should be scheduling on a consistent day and time each week and follow on from the Introduction Class
- The number of classes you should offer each week will depend on the needs of your venue
- The step concludes with an On Course Graduation Event

## Step 1

- Classes are 90 minutes in length
- This step consists of 5 weeks and 4 themed classes including an On Course Introduction
- Classes should be scheduling on a consistent day and time each week
- The number of classes you should offer each week will depend on the needs of your venue
- The step concludes with an On Course Graduation Event

## Step 3

- Classes are 90 minutes in length
- This step consists of 9 weeks and 8 themed classes across Swing, On the Green and Around the Green Skills
- Classes should be scheduled on a consistent day and time each week and follow on from the step 2 Classes
- The number of classes you should offer each week will depend on the needs of your venue
- The step concludes with an On Course Graduation Event



# Scheduling Expectations and Guidance

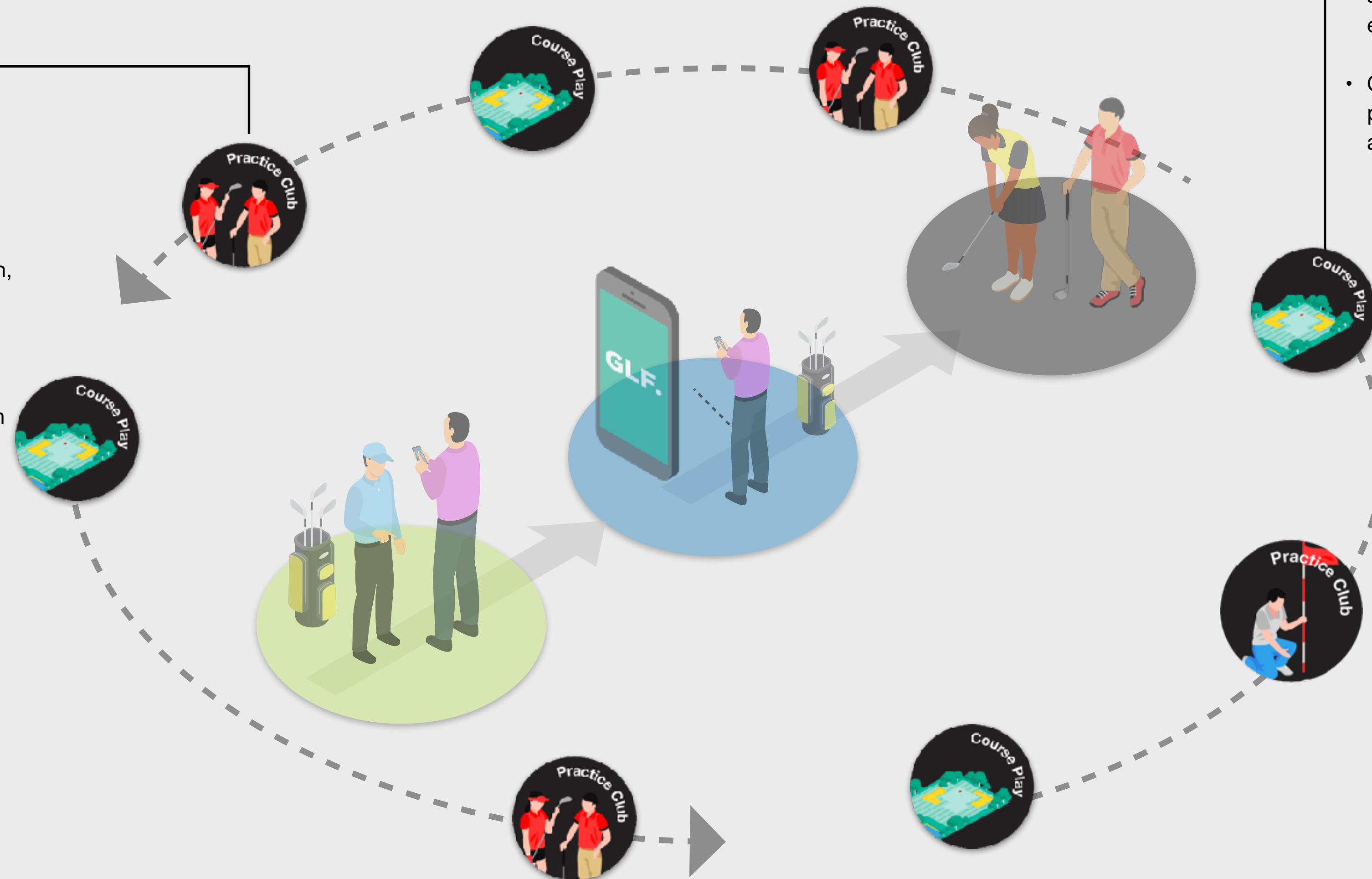
In addition to offering the themed classes across the three steps, there are supplementary components of the program that you need to offer at your venue to support the delivery of the program. An overview of the expectations of these elements are as follows:

## Weekly Practice Club

- You should be offering at least one weekly practice club ideally on a rotation across Practice On the Green, Practice Around the Green, Practice your Swing and Practice on the Course Practice Club types.
- They are open to all those enrolled on your program regardless of the step they are attending.
- Each Practice Club is 60 minutes in length apart from the Practice on the Course which is recommend to be 2 hours.

## Monthly Course Play Event

- You should be offering a monthly Course 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.
- Open to all those enrolled on your program regardless of the step they are attending.



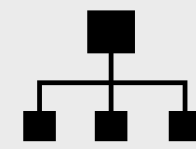
# Scheduling Expectations and Guidance Cont...

To successfully implement the program elements, there are also a number of recommended elements in regards to scheduling. Further guidance is also provided in the Expectation and Measuring Success section of the training. These are:



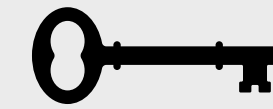
## Consistent Class Dates & Times

- When delivering your Themed Class steps you should aim to run the themed classes at a consistent day and time each week to offer continuity for your participants.



## Graduation Events

- Depending on the number of classes you are running each week, you will need to assess whether multiple classes can attend the same Graduation Event at the end of each step.



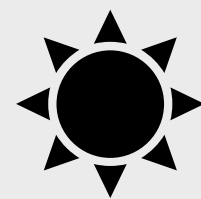
## Accessibility for Participants

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



## GLF. Connect

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



## Climate Dependent

- The length of the program that you can offer and therefore the number of class each week 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 class blocks you offer across each step
  - The time and days your classes run
  - The number of coaches delivering your class
  - The number of events you offer each month
  - The number of practice clubs you offer each week.



## On Course Themed Classes

- Built into the step 1, 2 and 3 classes are classes that should take place out on the golf course. You need to consider access to the course when scheduling these.
- If you cannot accommodate on course access at your venue then there is an option to switch to a different class plan but authorization is required from the DOG.



## Practice on the Course

- You should be offering a weekly practice club and ideally on a rotation across the four practice club types. One of the practice clubs is on the course and you will need to consider access to the course when scheduling these.

# Class and Event Sizes

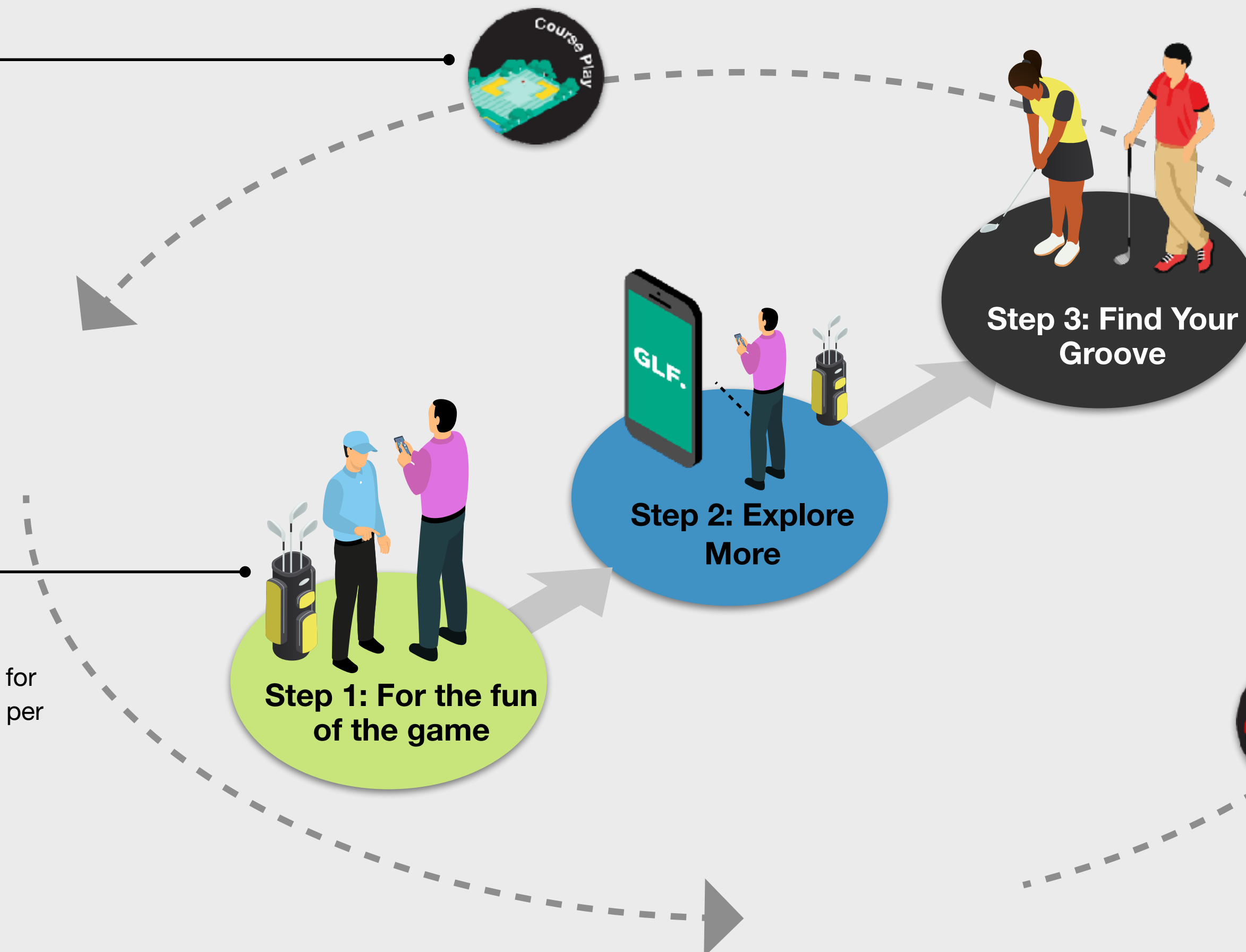
It is important to ensure that you deliver a great experience for each learner enrolled onto the program, and therefore maintaining a suitable number of places on each class and event you run is vital. The balance between maximizing revenue, social connection opportunities and also ensuring they receive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

## 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.

## 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

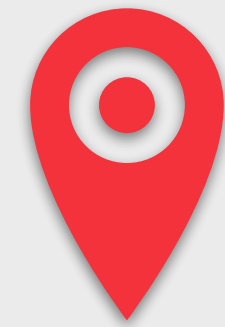
- The Practice your Swing, Practice Around the Green and Practice On the Green practice clubs are designed to have an increased social focus and less emphasis on prescribed learning outcomes. Therefore, 12 students can attend these for every one coach.

## 1:5

- The On Course Practice Clubs should run for a maximum of 5 students per coach.

# 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 Course Play events should be offered year round.



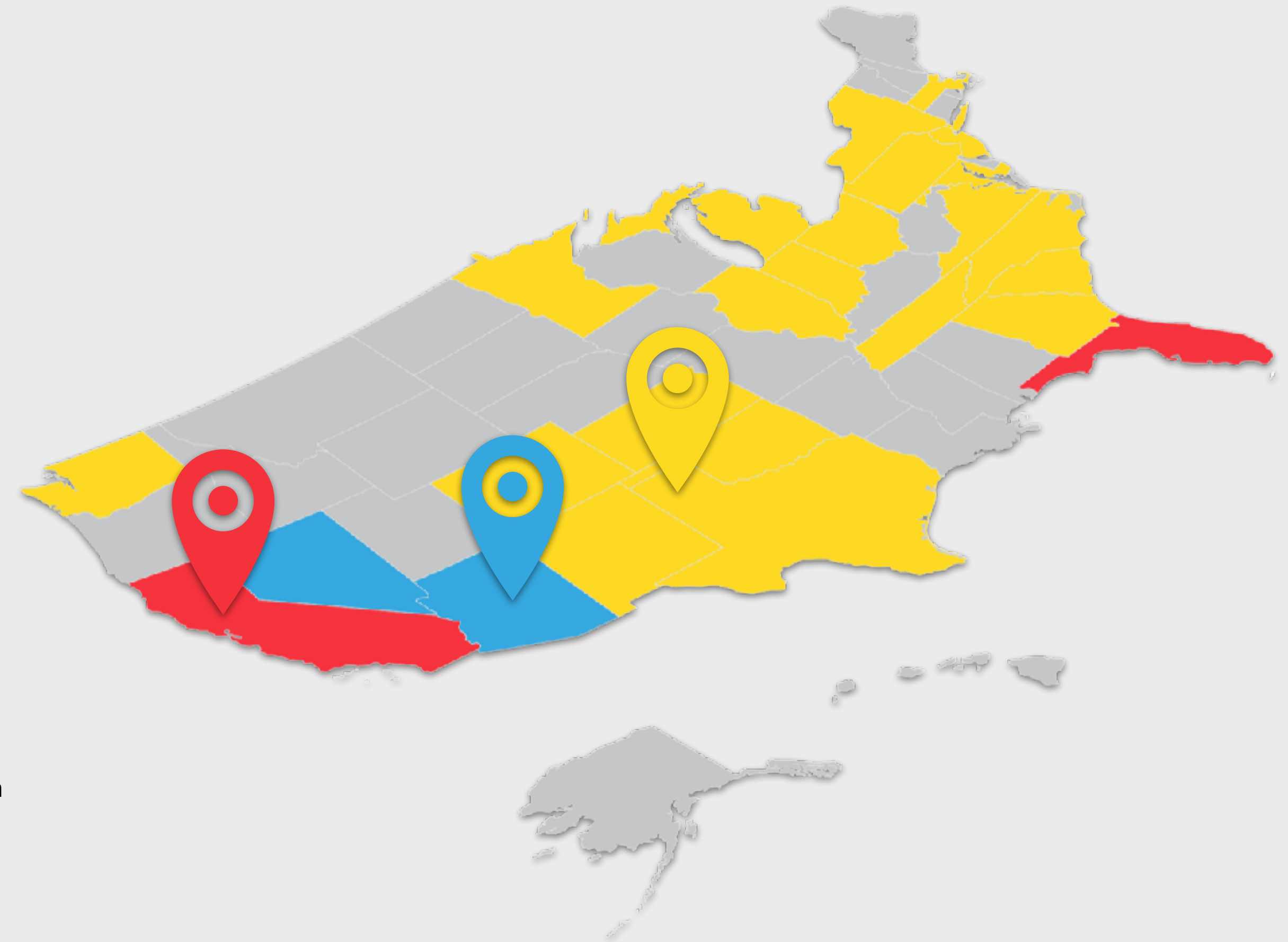
## Seasonal - April - October

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



## Desert - October - April

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



# Scheduling of Step 1 Themed Classes

In order to give your students an opportunity to enter the program you need to offer a block of 5 weeks of Step 1 classes. This includes 4 themed classes and a Graduation Event at the end. These should be scheduled the same day and time of the week to offer consistency for your participants but you will of course need to consider course access for the on course themed class and the Graduation Event.

In the example below, we can see a run of the five Step 1 classes on Saturdays starting in April and a 2nd class running on Tuesdays starting the same week. Due to this, there is single Graduation Event on offer that attendees of both classes can attend at week 5. This is scheduled between 5pm - 9pm on Saturdays.

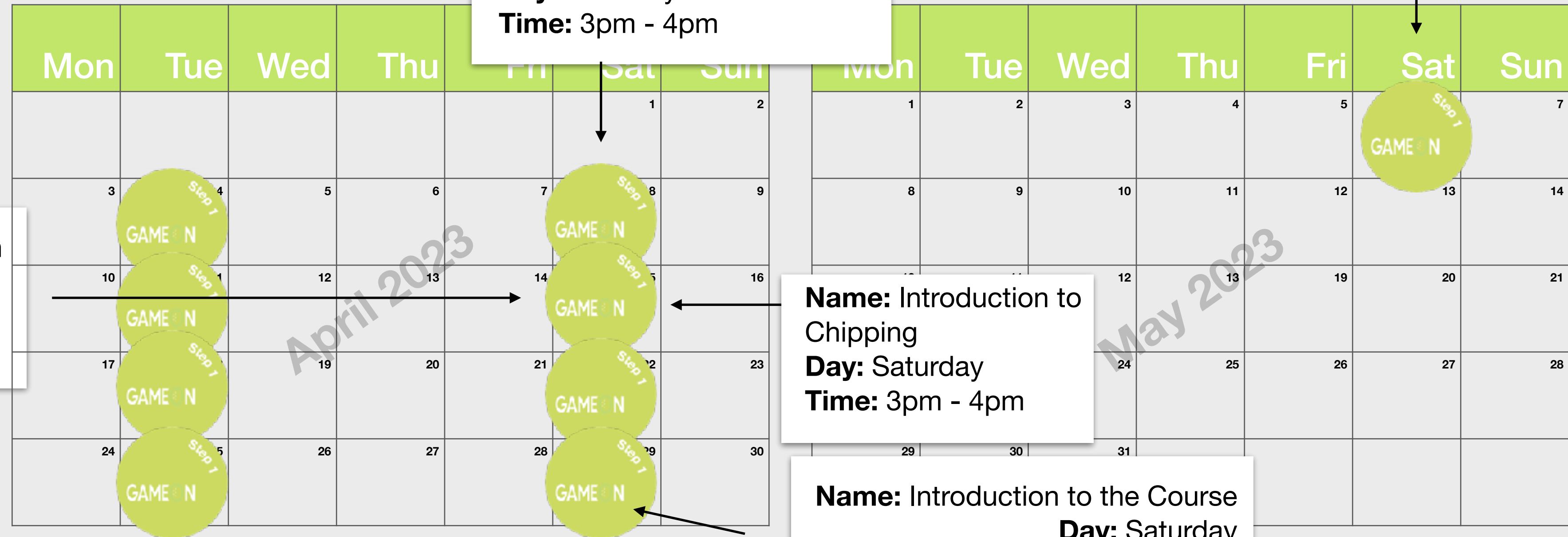
**Name:** Graduation Event  
**Day:** Saturday  
**Time:** 6pm - 9pm

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

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

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

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

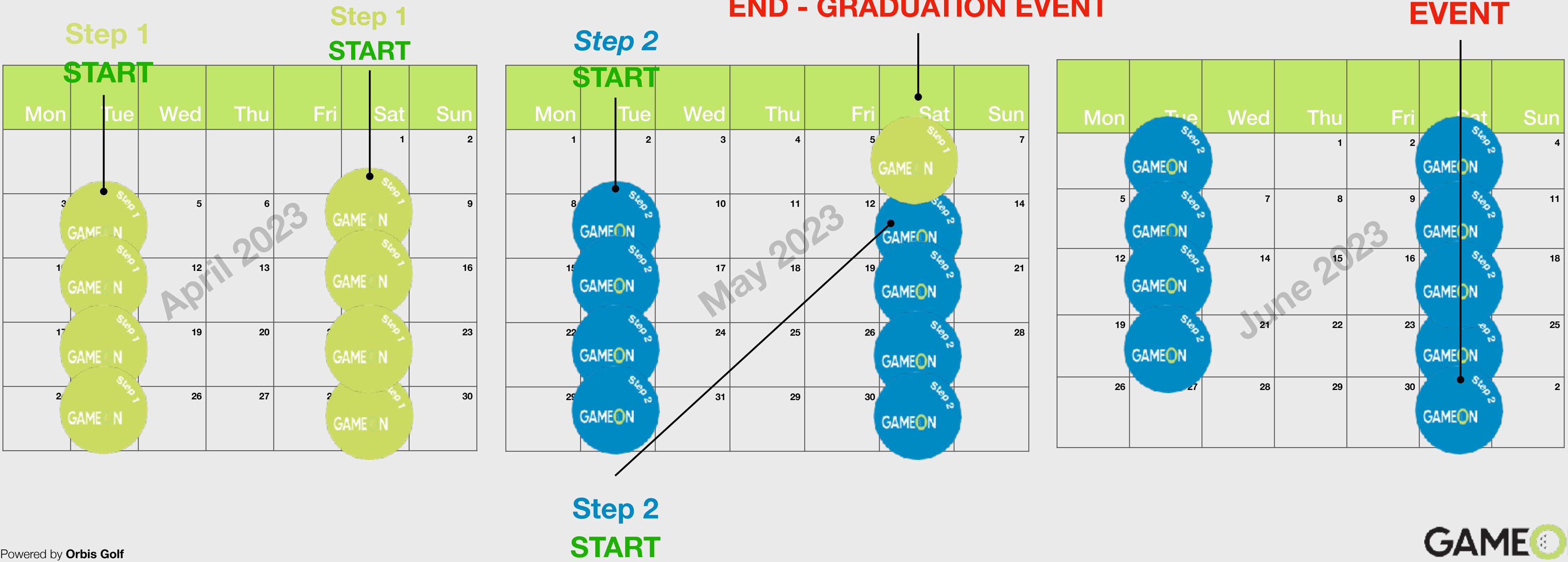




# Scheduling of Step 2 Themed Classes

Students should transition from the Step 1 Themed Class stage to Step 2. Therefore, you should schedule your Step 2 classes so that this offers students the greatest opportunities to continue their journey through the program.

In the example below the Step 2 classes continue immediately from the Step 1 Classes on both Tuesdays and Saturdays. The Step 2 classes once again culminates in a single Graduation Event and there is also two on course Themed Classes at week 4 and 8. Scheduling of these events will need to be considered just like Step 1.

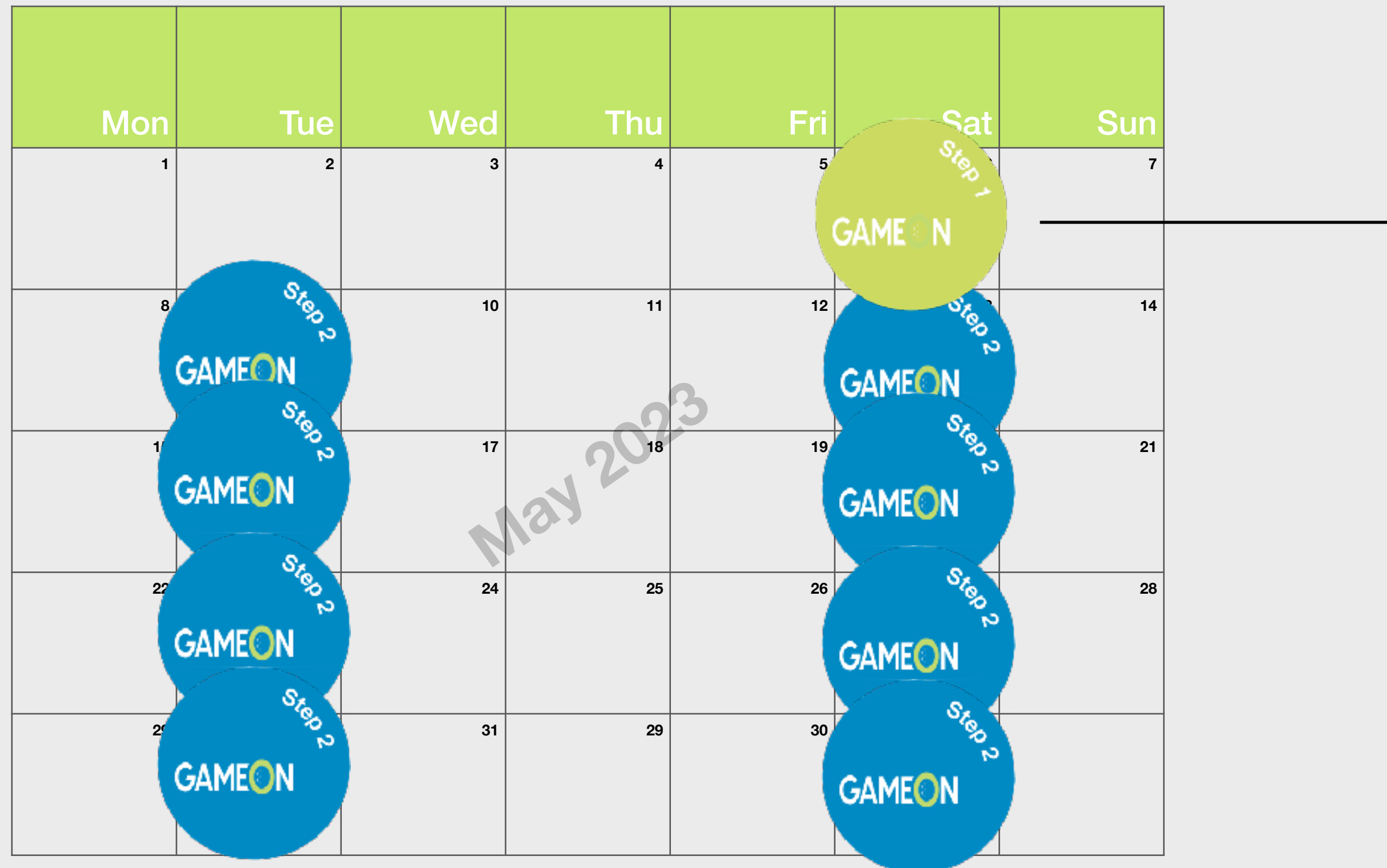


# Scheduling on the Day for your Graduation Event

Included in each step of the themed class is a Graduation Event. This event is designed to be delivered in a Texas Scramble format over 9 holes using the adapted teeing positions. You will need to decide on when the event is scheduled depending on access to the course at your venue and then number of simultaneous step classes running each week. If multiple classes are running simultaneously then one event can be scheduled so that all learners regardless of the class they are on can attend.

An example of the event timetable is as follows using a Shotgun Start format and you should allow 3 hours for the event:

## Step 1 Graduation Event - Saturday 6th May



Time	Session
6pm	Registration Opens and Scorecard Collection
6.15pm	Group Introduction & Warm up
6.30pm	Play Starts - Shotgun Start Format & Text Scramble from the specific Teeing Position (Approx. 36 Players)
8.30pm	Social Time, Promote the Next Step & MyGame+ Update
9pm	Event Finishes

# Scheduling of Step 3 Themed Classes

Once again students should transition from the Step 2 Themed Class stage to Step 3 and you should continue to offer continuity for students in the scheduling of these classes.

In the example below the Step 3 classes continue immediately from the Step 2 Classes on both Tuesdays and Saturdays. The Step 3 classes will continue for 9 weeks with 8 weeks of themed classes and it culminates in the final graduation event.

## Step 3 START

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

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

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

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

## Step 3 START

# Scheduling of Weekly Practice Clubs

You should also aim to schedule a weekly Practice Club across the four practice club types. The exact practice club you should be running each week will be up to you and the specific needs of your venue, coaching team and program.

The Practice your Swing, Practice Around the Green and Practice On the Green practice clubs should run for 60 minutes and the practice on the Course should run for 2 hours. You should aim to offer these practice clubs on a rotation basis. 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.

In the example below, the Practice Clubs are scheduled on a Wednesday evening and the Practice On the Course club is scheduled on the same day but up until 8pm. We can see how this links to the Themed Class blocks across each Step.

**Name:** Practice Club  
**Theme:** Around the Green, On the Green and Swing  
**Day:** Wednesday  
**Time:** 6pm - 7pm

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	GAME N	Practice Club	6	7	GAME N	9
10	GAME N	Practice Club	13	14	GAME N	16
17	GAME N	Practice Club	20	21	GAME N	23
24	GAME N	Practice Club	27	28	GAME N	30

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	Practice Club	4	5	GAME N	7
8	GAME N	Practice Club	11	12	GAME N	14
15	GAME N	Practice Club	18	19	GAME N	21
22	GAME N	Practice Club	25	26	GAME N	28
29	GAME N	Practice Club	29	30	GAME N	31

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	GAME N	4
5	GAME N	Practice Club	8	9	GAME N	11
12	GAME N	Practice Club	15	16	GAME N	18
19	GAME N	Practice Club	22	23	GAME N	25
26	GAME N	Practice Club	29	30		

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					GAME N	2
3	GAME N	Practice Club	6	7	GAME N	9
10	GAME N	Practice Club	13	14	GAME N	16
17	GAME N	Practice Club	20	21	GAME N	23
24	GAME N	Practice Club	27	28	GAME N	30
21						

**Name:** Practice Club  
**Theme:** On the Course  
**Day:** Wednesday  
**Time:** 6pm - 8pm

# Scheduling of Course Play Events

Within the program is a supplementary 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 2pm.

**Name:** Course Play Event  
**Day:** 1st Sunday Month  
**Time:** 2pm Start

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

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

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

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



# Scheduling on the Day for your Course Play Event

You have the flexibility to schedule your Course Play event at a time and date to suit your venue. You should allow enough time for participants attending the event to arrive and collect a scorecard, warm up, meet their playing partners, get to the tee and complete up to 9 holes on the course. You may also decide to run a short award ceremony after the event. It is also recommended that you allow time at the end of the event for those on the program to meet each other and reflect on their experience.

An example of the event timetable is as follows using a Shotgun Start format:

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

The calendar shows a sequence of events: 'GAME N' (Step 1) on Mon, Wed, Fri, and Sun; 'Practice Club' on Tue, Thu, and Sat; and 'Course Play' on Sun. An arrow points from the 'Course Play' icon on Sunday to the event timetable table.


Course Play Event - Sunday, June 4th

Time	Session
2pm	Registration Opens and Warm Up
2.15pm	Group Introduction and Warm Up
2.30pm	Play Starts - Shotgun Start Format (Approx. 36 Players)
4.30pm	Social Time and MyGame+ Update
5pm	Event Finishes

# Example 6 Month Delivery


Below shows an example of the delivery across 6 months between the delivery months of April - September. It shows how the four program elements link together.

Over the course of the six month period, there are themed classes across the 3 steps running on a continuous basis and the additional program elements running on a supplementary basis.




**Practice your Swing, Practice Around the Green and Practice On the Green Practice Club**

- Wednesdays at 6pm - 7pm




**Practice on the Course Practice Club**

- Wednesdays at 6pm - 8pm



**Course Play Event**

- 1st Sunday of the Month at 2pm



**Step 1, 2 & 3**

- Running weekly with each step following on from the previous.
- Each Step Culminates with a Graduation Event

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	
3			6	7		9
10			13	14		16
17			20	21		23
24			27	28		30

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5		
	9		11	12		14
	16		18	19		21
	23		25	26		28
	30					

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2		
	6		8	9		11
	13		15	16		18
	20		22	23		25
	27		29	30		

Mon	Tue	Wed	Thu	Fri	Sat	Sun
	4		6	7		9
	11		13	14		16
	18		20	21		23
	25		27	28		30

Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1		3	4		
	8		10	11		13
	15		17	18		20
	22		24	25		27
28	29		31			

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1		
	5		7	8		10
	12		14	15		17
	19		21	22		24
	26		28	29		

# Scheduling on GLF. Connect

It is important that when scheduling the different program elements, that you schedule these correctly on your GLF. Connect system. The different supporting resources including the Step by Step Guides and Training elements from the GLF. Connect support team have been built based on the elements being scheduled in a specific way.

## Game On Step 1

5 week courses available within the Game On Step 1 Filter including the Graduation Event

## Game On Experience Days

Experience Day events will be categorized until this filters as Single Day Events

## Game On Step 3

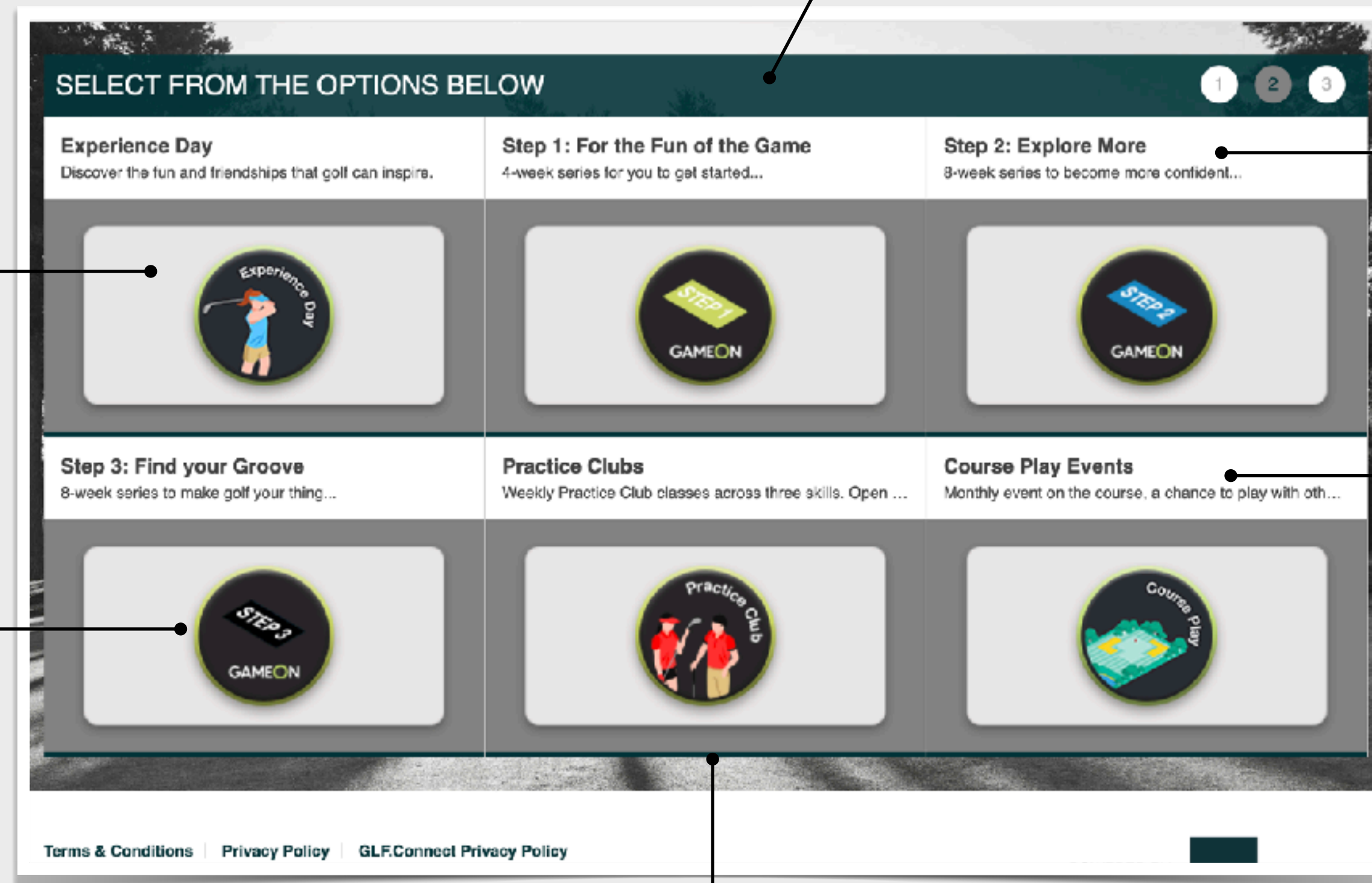
9 Week Game On class available within the Game On Step 3 Filter including the Graduation Event

## Game On Step 2

9 Week course available within the Game On Step 2 Filter including the Graduation Event

## Monthly Course Play Event

Monthly Course Play Event Setup within the Course Play event filter.







## Weekly Practice Club

60 minute & 2 hour On Course Practice Clubs setup within the Practice Club Filter. Bookable on a per event basis.



# Scheduling on GLF. Connect

The program elements are recommended to be setup as follows on the GLF. Connect system but further training is available from the support team within the Training Hub and Knowledge Base.

						
<b>Sub-Filter</b>	<ul style="list-style-type: none"> <li>• Game On Step 1</li> </ul>	<ul style="list-style-type: none"> <li>• Game On Step 2</li> </ul>	<ul style="list-style-type: none"> <li>• Game On Step 3</li> </ul>	<ul style="list-style-type: none"> <li>• Practice on the Course</li> </ul>	<ul style="list-style-type: none"> <li>• Game On Practice Clubs</li> </ul>	<ul style="list-style-type: none"> <li>• Game On Course Play Events</li> </ul>
<b>Number of Classes</b>	<ul style="list-style-type: none"> <li>• 5 weekly</li> </ul>	<ul style="list-style-type: none"> <li>• 8 weekly</li> </ul>	<ul style="list-style-type: none"> <li>• 8 weekly</li> </ul>	<ul style="list-style-type: none"> <li>• 1 per week</li> </ul>	<ul style="list-style-type: none"> <li>• 1 per week</li> </ul>	<ul style="list-style-type: none"> <li>• 1 per month</li> </ul>
<b>Class Duration</b>	<ul style="list-style-type: none"> <li>• 90 minutes</li> <li>• 180 minute Graduation Event</li> </ul>	<ul style="list-style-type: none"> <li>• 90 minutes</li> <li>• 180 minute Graduation Event</li> </ul>	<ul style="list-style-type: none"> <li>• 90 minutes</li> <li>• 180 minute Graduation Event</li> </ul>	<ul style="list-style-type: none"> <li>• 120 minutes</li> </ul>	<ul style="list-style-type: none"> <li>• 60 minutes</li> </ul>	<ul style="list-style-type: none"> <li>• 180 minutes</li> </ul>
<b>Number of Students</b>	<ul style="list-style-type: none"> <li>• 8 per Class</li> </ul>	<ul style="list-style-type: none"> <li>• 8 per Class</li> </ul>	<ul style="list-style-type: none"> <li>• 8 per Class</li> </ul>	<ul style="list-style-type: none"> <li>• 5 per Class</li> </ul>	<ul style="list-style-type: none"> <li>• 12 per Class</li> </ul>	<ul style="list-style-type: none"> <li>• 36 per Event</li> </ul>
<b>GLF. Class Type</b>	<ul style="list-style-type: none"> <li>• Class Type 3</li> </ul>	<ul style="list-style-type: none"> <li>• Class Type 3</li> </ul>	<ul style="list-style-type: none"> <li>• Class Type 3</li> </ul>	<ul style="list-style-type: none"> <li>• Class Type 1 or 3</li> </ul>	<ul style="list-style-type: none"> <li>• Class Type 1 or 3</li> </ul>	<ul style="list-style-type: none"> <li>• Class Type 1 or 3</li> </ul>

# Pricing



**GAMEON**

# Guidance for Cost of Each Program Element

The price of your program will vary depending on the internal classification of your venue. However, the pricing is standardized across these classifications unless you have agreement from the Director of Programming. The recommend pricing for each of the elements across the internal classifications is as follows:

	 Series of 4 90 Minute Classes & 3 Hour Graduation Event	 Series of 8 90 Minute Classes & 3 Hour Graduation Event	 Series of 8 90 Minute Classes & 3 Hour Graduation Event	 2 Hour Practice Club	 60 Minute Practice Club	 3 Hour On Course Event
Premier	\$180	\$360	\$360	\$50	\$25	\$60
Signature	\$150	\$300	\$300	\$40	\$20	\$50
Classic	\$120	\$240	\$240	\$30	\$15	\$40
Select	\$120	\$240	\$240	\$30	\$15	\$40

# Procedure for Missed Classes

The Themed Classes are delivered across three steps and when the students registers they are enrolled on every class within that steps for the specific price which will depend on the internal classification of your venue.

However, on occasions you may find that a students are unable to attend a class within the block and you should follow the recommended guidance detailed below when dealing with this scenario:



If a class is cancelled due to weather or force majeure, you should always attempt to reschedule the class to an alternative date and time rather than issuing refunds or credits for the class.



## Avoid Pro Rata Options

- You should not setup your Themed Classes so that learners can access a prorated price for the classes they can attend. Learners subscribe for the entire block of classes at the recommended pricing guidelines.



## Avoid Refunds

- Refunds should not be offered for missed classes and this should be clearly outlined to students when registering for your Themed Classes.



## Avoid Discounts

- You should avoid discounting future attendance of classes to make up for any missed classes.



## Offer Attendance to an Alternative Classes

- When a learner is unable to attend a week within a themed class block you should aim to offer then a change to attend a different class sessions that you are running depending on the number of places you have available.



## Offer an Incentive on a make up Private Lesson

- For handling these scenarios you could offer an incentive discount on a private lessons with your coaching team. This is up to you and your team to decide on the incentive to your students.

# Support for You

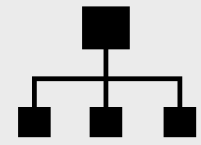


GAMEON

# 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.



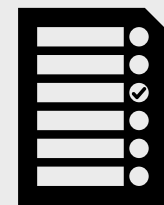
## GLF. Connect

- The GLF. Connect 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 Invited. This will help you with 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. Connect 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.



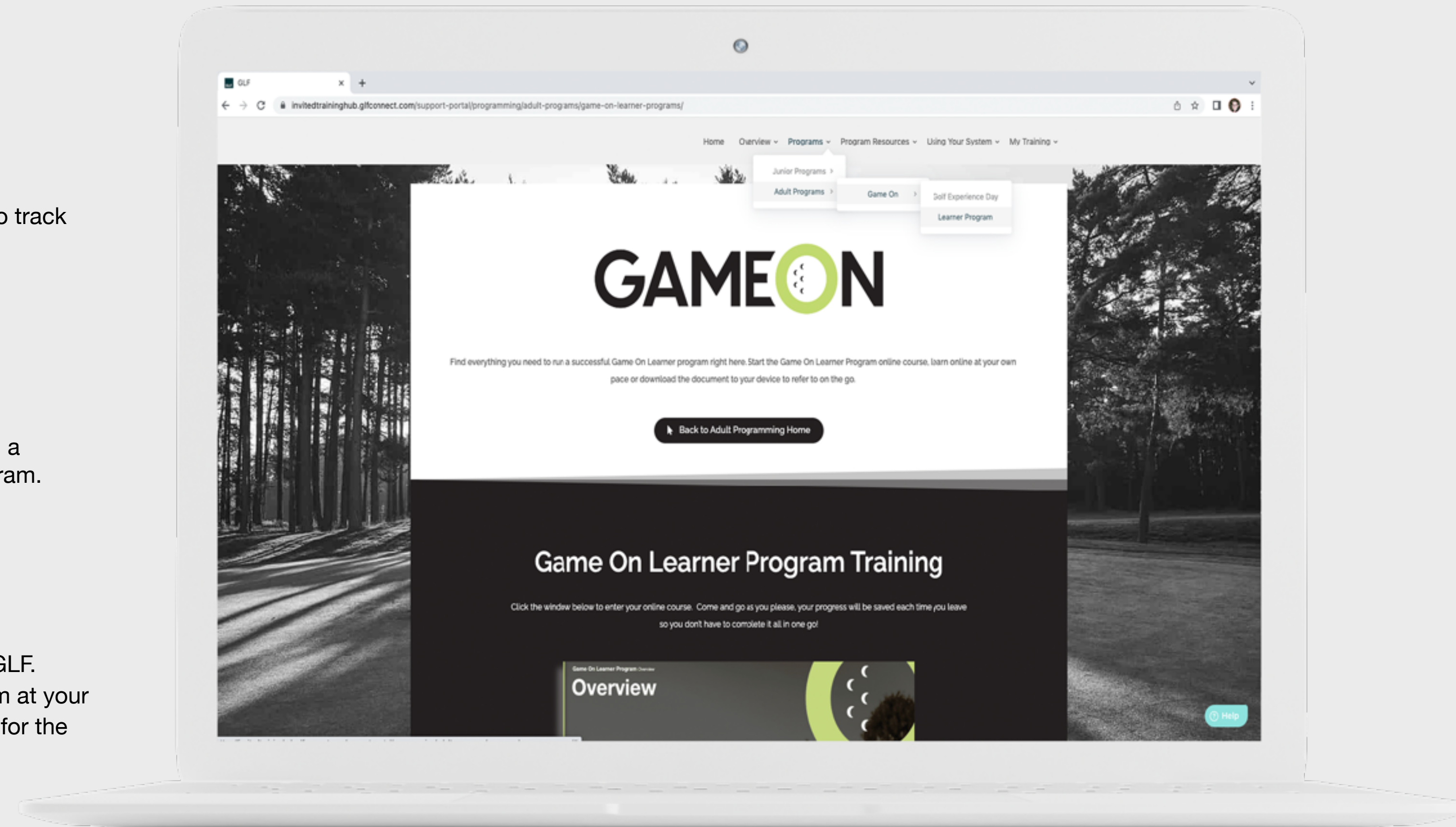
## Program Resources

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



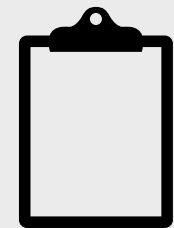
## GLF. Connect System Support

- Access support to help you use the full power of the GLF. Connect 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:



## Step 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 each step and your weekly Practice Clubs.



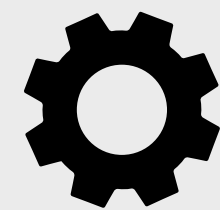
## Scheduling and Planning Step by Step Guides

- 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.



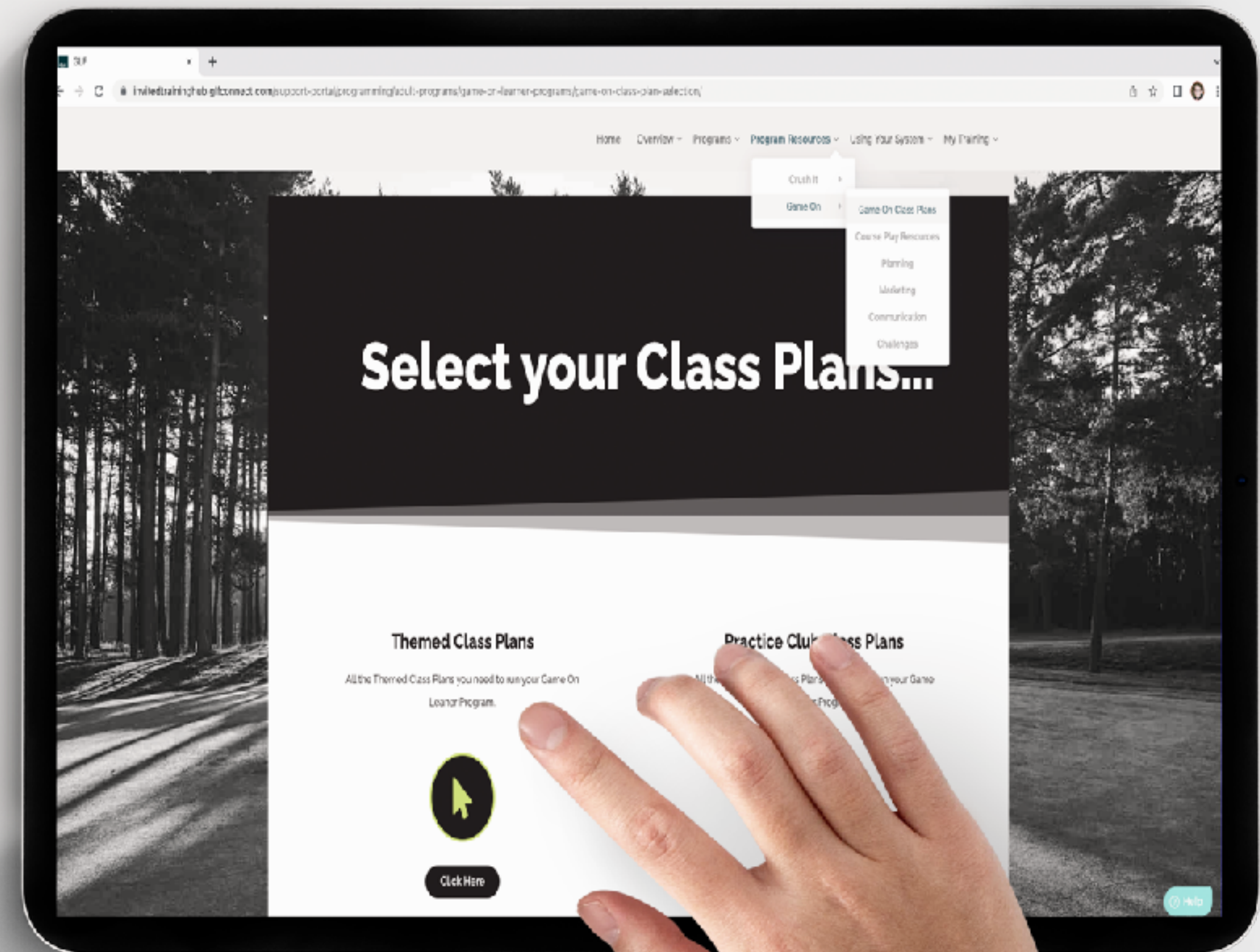
## Planning Resources

- 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. Connect.





# 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 Invited 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.



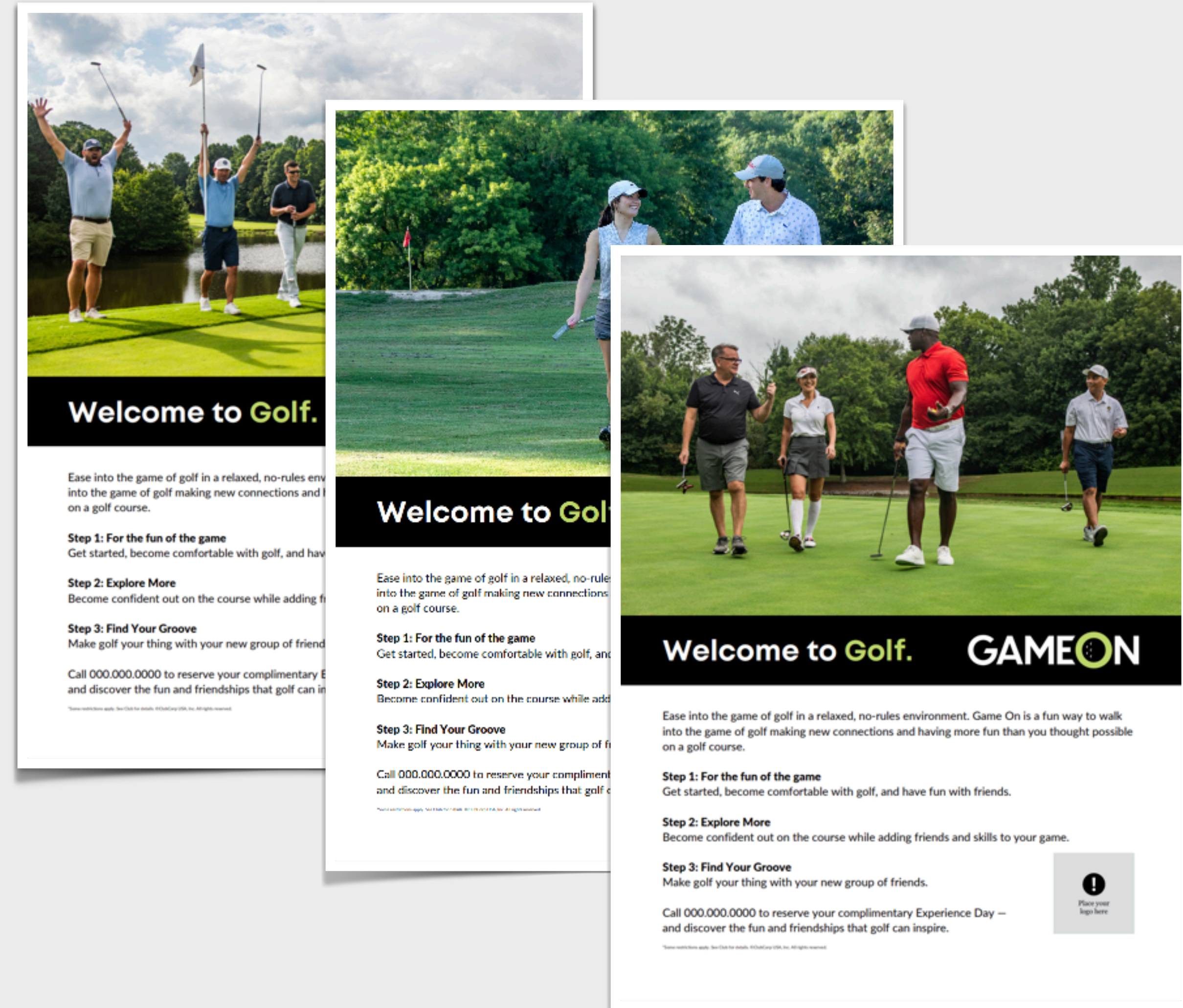
## Digital Assets

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



## Marketing Directive Assets

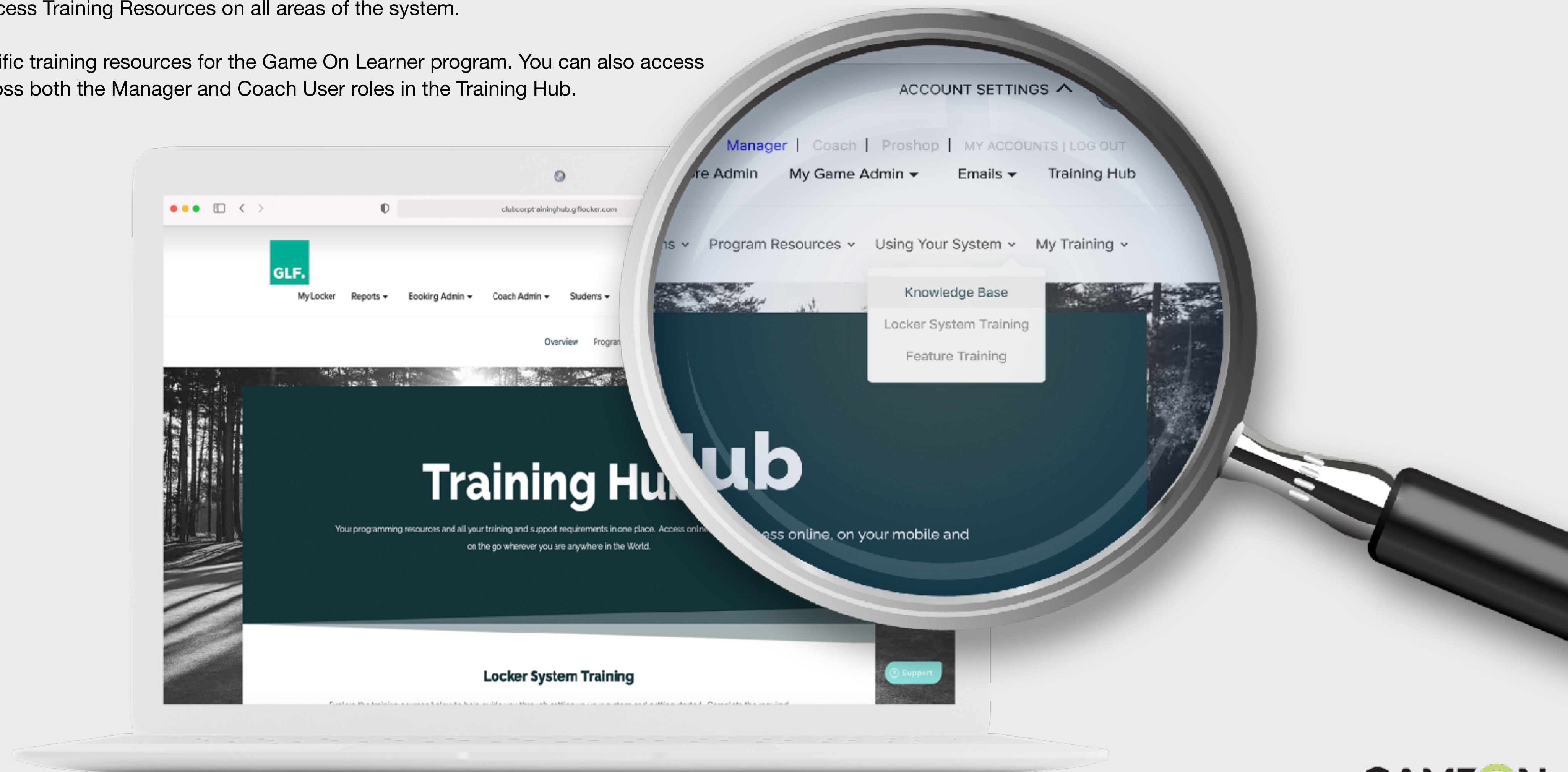
- Built by the Invited marketing team, these will help you bring your program to life at your club. These are available for you to distribute locally and electronically.



# GLF. Connect Support Resources

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

The team has also built specific training resources for the Game On Learner program. You can also access specific Training Module across both the Manager and Coach User roles in the Training Hub.



# Your Role, Expectations and Measuring Success



**GAMEON**

# 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. Connect 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.



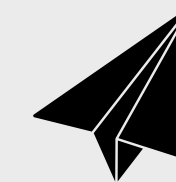
## Marketing Content Creation

- 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 - Good, Better, Best

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. We understand that each venues needs will be different depending on the facilities available, the size of the coaching team and also the number of learners you are looking to attract.

To help guide you we have provided the guidance below across the program elements. Good is the minimum standard across the company.

Good	Better	Best
	<ul style="list-style-type: none"> <li>You should aim to have multiple classes running simultaneously across the three steps each week.</li> </ul>	<ul style="list-style-type: none"> <li>You should aim to have multiple classes running simultaneously across the three steps each week and be communicating with each group in between classes to encourage practice and engagement at the club.</li> </ul>
	<ul style="list-style-type: none"> <li>You should be aiming to run a weekly practice club with a different theme each week across the Practice Your Swing, Practice Around the Green and Practice On the Green. These practice clubs should be at an additional charge.</li> </ul>	<ul style="list-style-type: none"> <li>You should be aiming to run a weekly practice club with a different theme each week across the Practice Your Swing, Practice Around the Green, Practice On the Green and Practice on the Course. These practice clubs should be at an additional charge.</li> </ul>
	<ul style="list-style-type: none"> <li>You should be aiming to run a monthly Course Play event using the adapted course which is open to all regardless of the step of the program they are on and look to include this in the program fee rather than at an additional cost.</li> </ul>	<ul style="list-style-type: none"> <li>You should be aiming to run a weekly Course Play event using the adapted course which is open to all regardless of the step of the program they are on. This extra weekly events should be at an additional charge.</li> </ul>

# 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.



## 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.



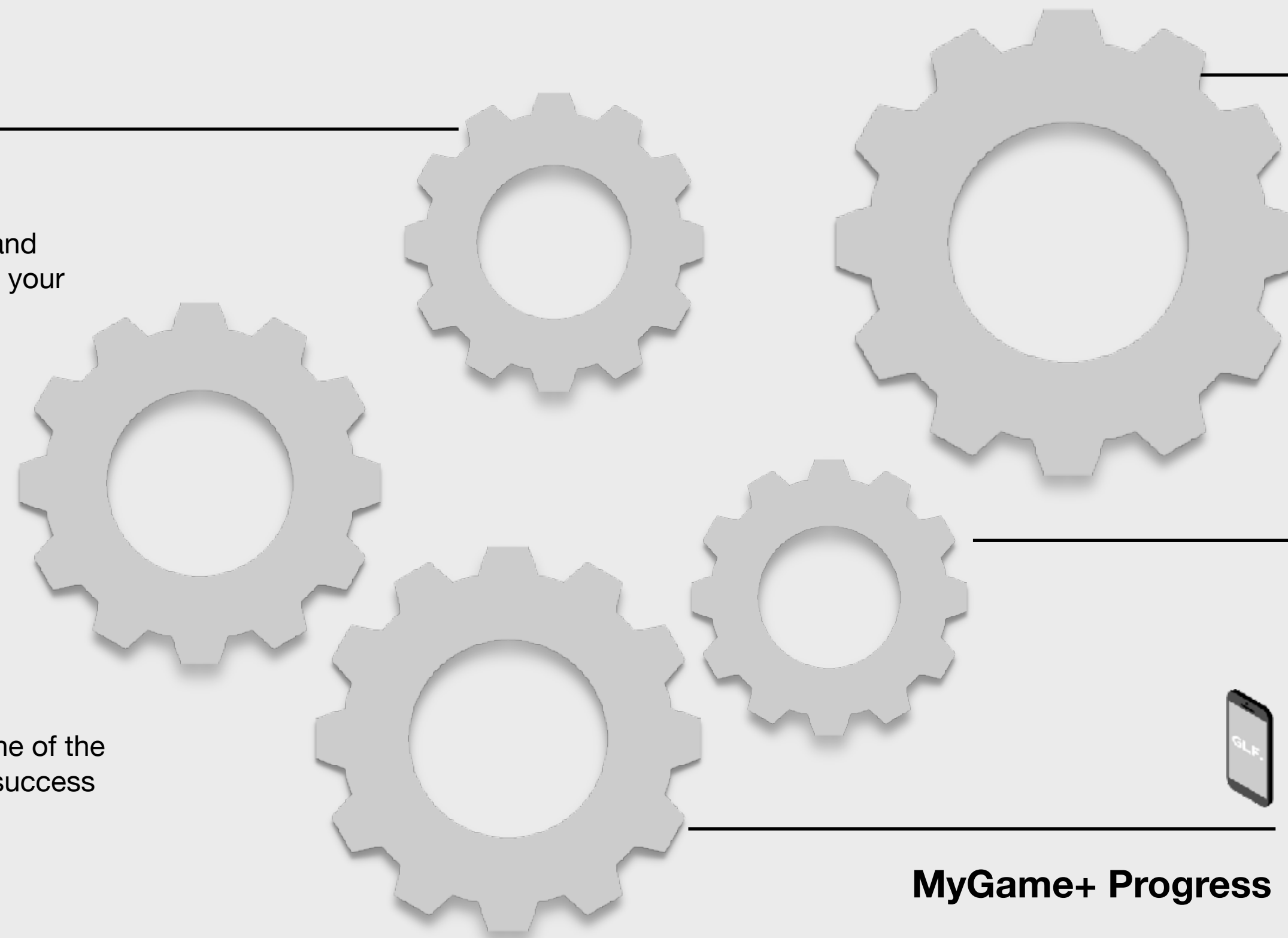
## Surveying

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.



## 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. Connect app.

# Implementation



**GAMEON**

# Implementation of Your Training

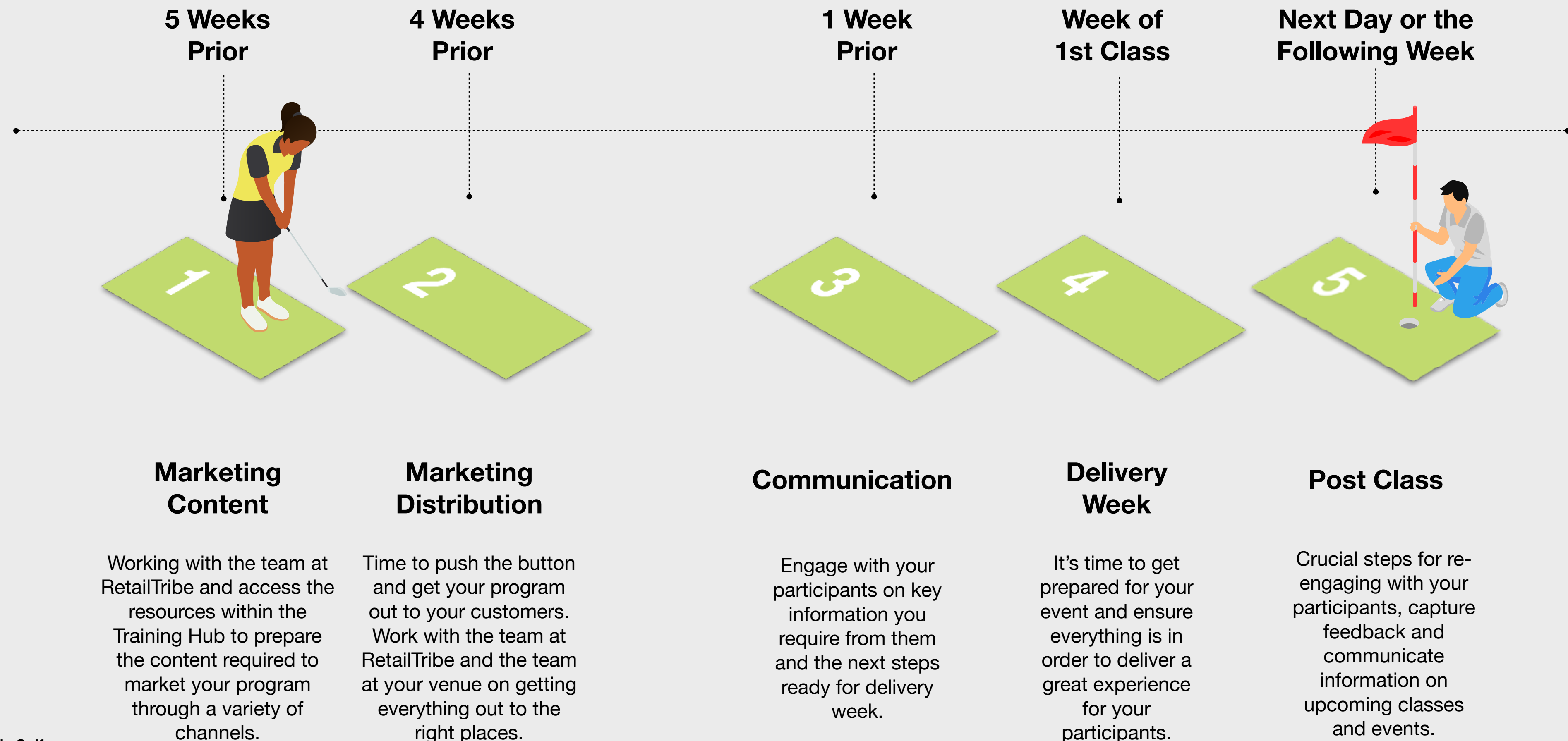
Depending on the exact strategy for launching your program and filling your program places, you need to ensure you understand the program and complete each of the required tasks during the implementation stages. We recommend you complete the following steps:





# Build up to Your First Class, Event or Practice Club

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. Connect support team and the team at Retail Tribe. The recommended implementation stages are as follows:



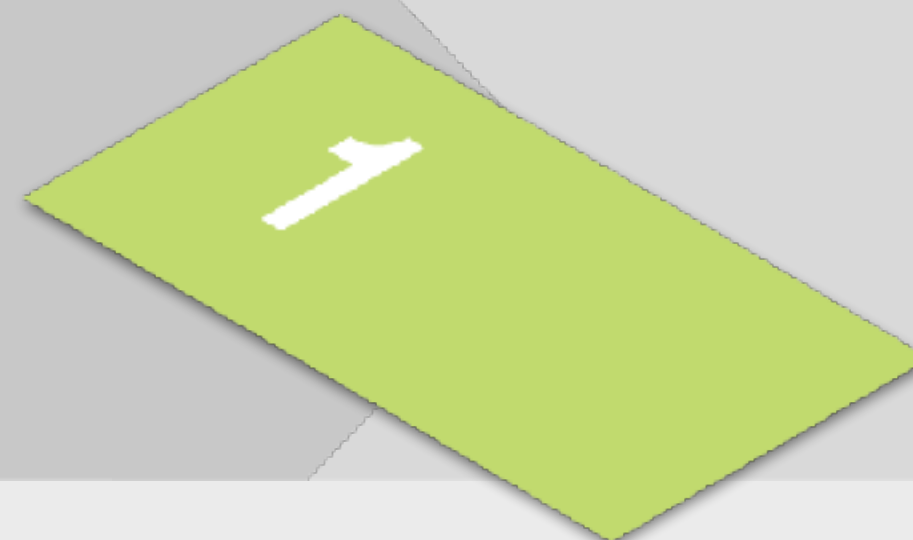
# Step by Step Guides

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. Connect. Decide on when you will run this event and who will be assisting with the delivery of your event. This step also links 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.

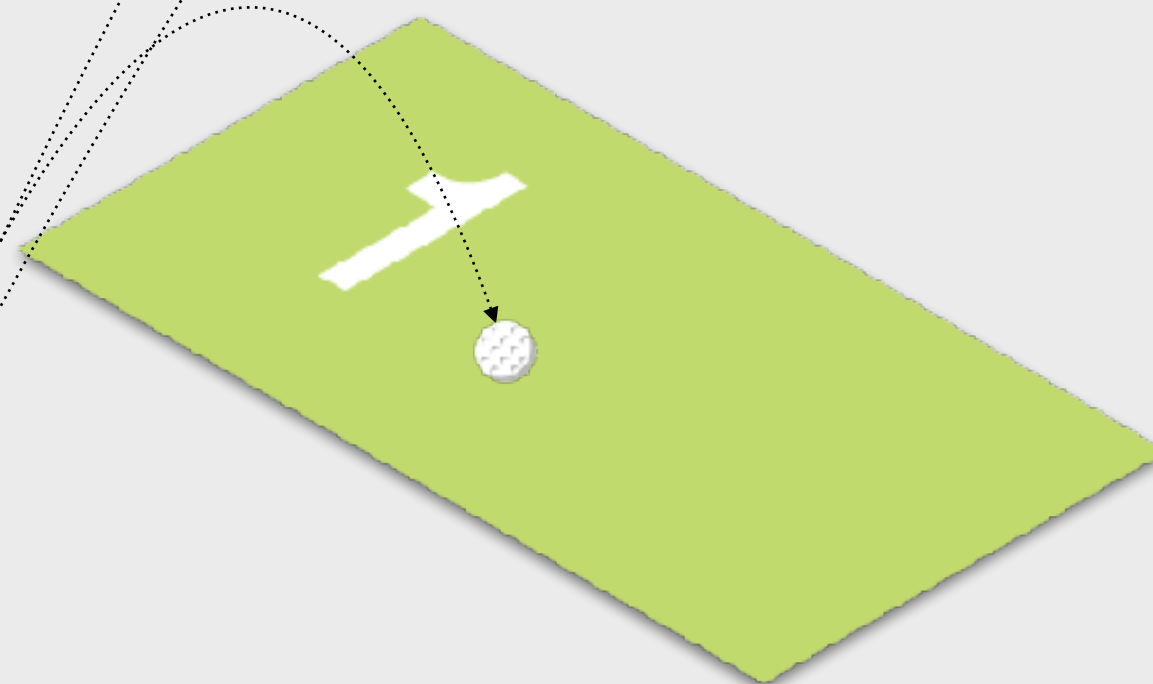
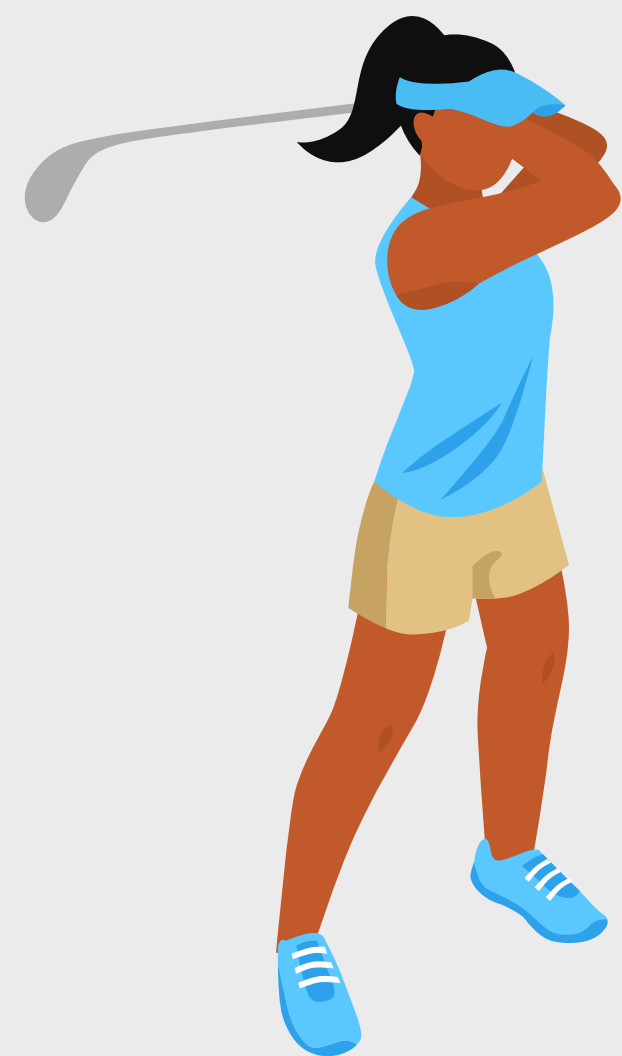
# Next Steps



GAMEON

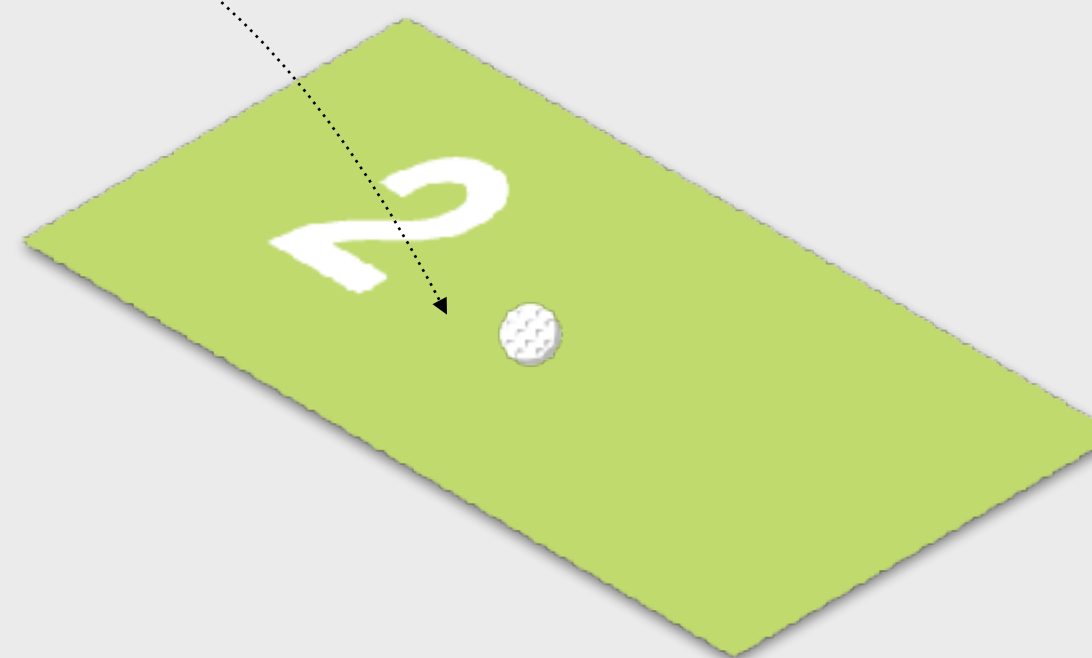
# Next Steps

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 across each step, practice clubs and Course Play Event.



## 2. Complete the GLF. Connect 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.

# Key Contacts

Program management are available to help with the implementation of the program at your venue. The key contacts and their email addresses are as follows:



**Jennifer Bermingham**  
**Director of Golf Programming**  
**Jennifer.Bermingham@invitedclubs.com**



**Andrew Simmonds**  
**Orbis Golf**  
**andrew@orbisgolf.com**



**Rob Spurrier**  
**Orbis Golf**  
**rob@orbisgolf.com**



**Bart De Schepper**  
**Retail Tribe**  
**bartdeschepper@retailtribe.com**

# Thank you.

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

GAMEON