

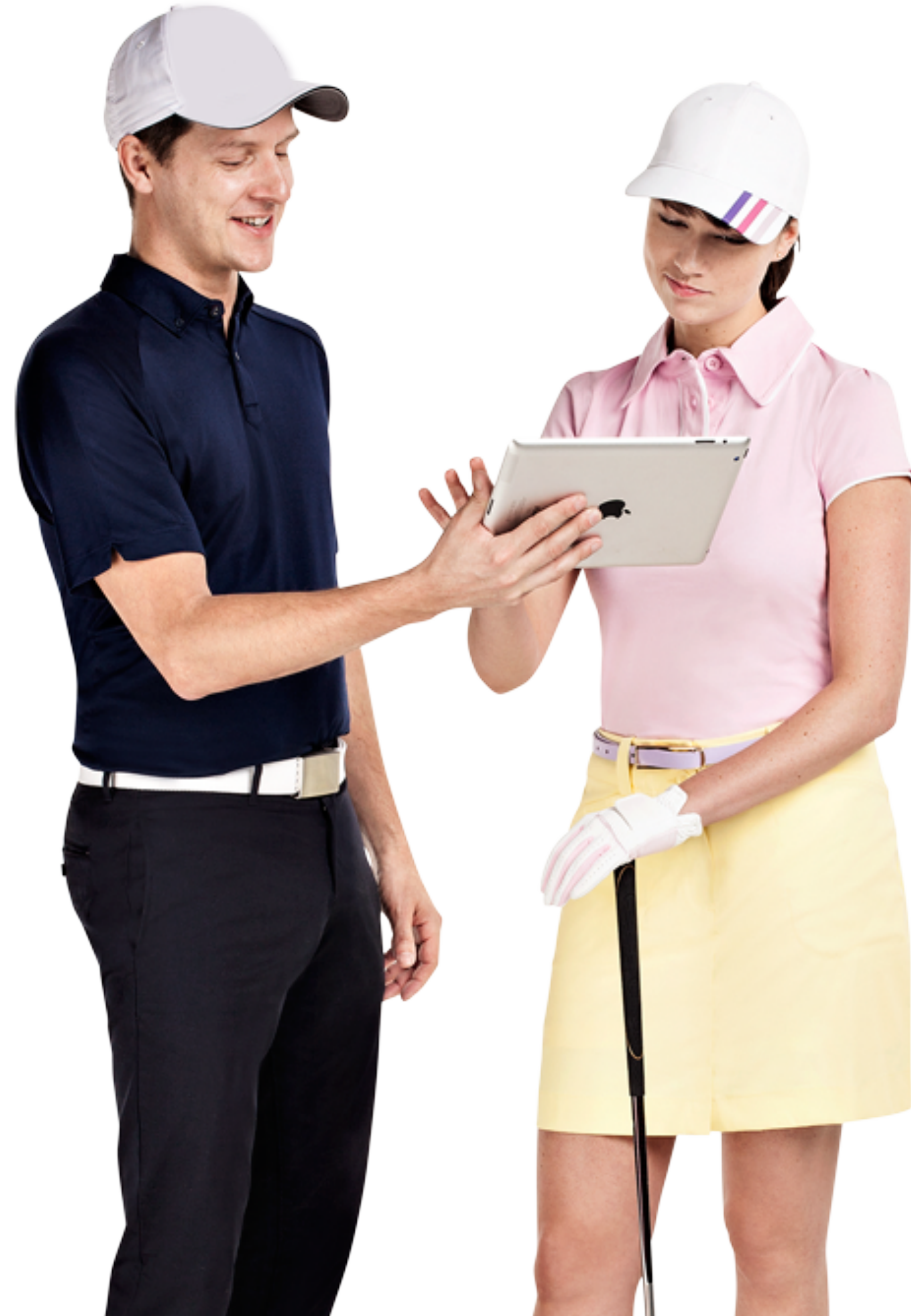
Golf Schools

Unlock Your Game, Unleash the Fun



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Overview



GOLF
SCHOOLS

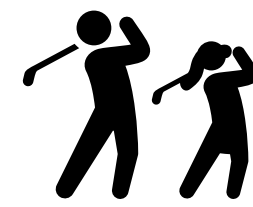
What is a Golf School?

Golf Schools provide guests and members at your club with an opportunity to develop their skills across a range of coaching-focused events. They are designed to activate your students and act as a building block for further programming at your club. The main elements of a golf school are:



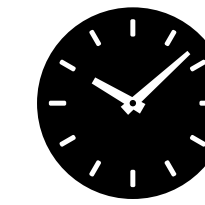
Periodically Scheduled

- Golf schools should be periodically scheduled to suit the needs of your club and coaching team. The golf school you offer will be specific to your facilities, programming, and the needs of your client base.



Group Based Event

- Golf Schools are delivered in groups, with a maximum of six participants. This will provide an opportunity to socially integrate members and guests at your club while developing their skills.



Half Day or Full Day

- Golf Schools are available in either half-day or full-day options across a range of topics. The half-day options are 3 hours in duration, whereas the full-day option should be delivered over 7 hours, inclusive of a break for lunch.



Chargeable Event

- Golf Schools are charged at a one-off price. The fee will depend on the internal classification of your venue and covers all equipment and access to the golf course if included.



Themed Events

- The Golf School options across the two durations are tailored to specific themes within the game. This includes short game, putting, swing, as well as time on the course.



Aimed at Club Ready Golfers

- Golf Schools are primarily aimed at club-ready golfers at your venue, and depending on the needs of your facility, guests may be able to attend in addition to members.

Purpose of a Golf School

Golf Schools play a vital role within the coaching pathway and are primarily a great way to activate club-ready members and guests at your club. The main purpose of golf schools include:



Develop Skills

- Golf Schools are themed to specific topics within the game. They will help members and guests develop their skills, support additional programming, and drive enjoyment of playing the game.



Showcase Your Offering

- Golf Schools will offer a great opportunity to showcase your coaching, the available facilities, and life at the club.



Create New Social Connections

- Golf Schools are social and informal events that will help form friendships between attendees. The format of the Golf Schools will allow for social connections to be formed at the club.



Direct their Journey

- Golf Schools will provide the ideal opportunity for you to guide attendees to the next step on their coaching journey with you at the club. You can direct them to private programming and adult social coaching opportunities.



Chance to Build a Relationship

- The nature of the events, the durations, and the informal environment will give you the ideal chance to get to know each attendee and build a relationship with them. This will develop trust, openness, confidence, and an ongoing relationship.

Impact of Golf Schools

Golf Schools can have an enormous impact on your coaching business, the club, and the students themselves. A summary of some of the ways this can be achieved is as follows:

Members and Guests

These events will help drive increased activity, game development, and social connections. They will also help build the confidence of students.

Ultimately, members and guests will enjoy playing the game and spending time at the club.



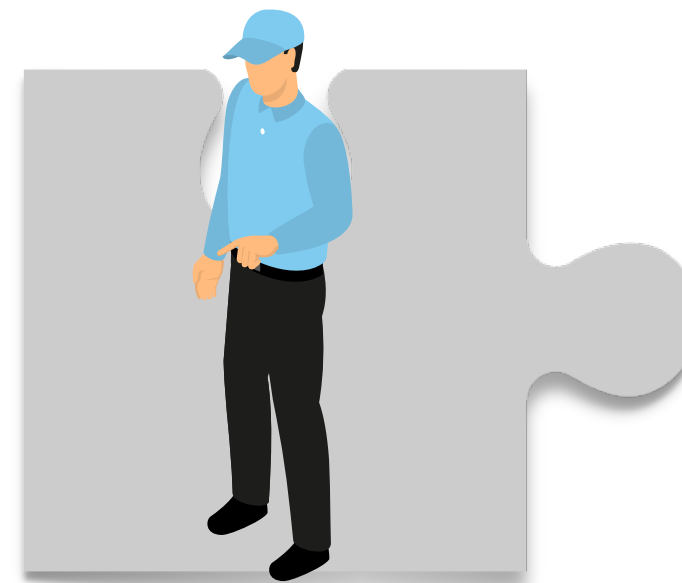
The Company

Finally, success for the member, the coach, and the club means success for us as a business across our key performance measures.

Coaching Team

The events offer an ideal way to engage your client base, support their game development, and maximize your coaching revenue.

Group coaching offers a high-yield coaching opportunity to fill those empty slots in your schedule.



Your Club

These events will also drive the key performance measures of your club.

This may include increasing member retention, member spend, new member growth, and member upgrades.

Who Can Attend your Golf Schools

These events are designed to target a wide range of members and guests. However, the exact programs and events you offer, and whom you target them at, will be specific to the needs of your venue. The programs and events have been designed to suit a range of abilities, experiences, and needs. This may include those looking to develop a specific area of their game, achieve a specific score result, or get to know others with similar motivations.

Broadly, Golf Schools are targeted at members, and their guests...

GUESTS

Friends of Current Members

These events will also be of interest to golfers who are friends of current members.

Attendance by this customer type will be at the discretion of your venue.

Guests Enrolled in Coaching

On a venue-by-venue basis, these events will be an ideal supporting element for guests already enrolled in coaching programs such as the Game On Program, Private Lessons, and coaching plans.



MEMBERS

Coaching Engaged Members

Members who are already enrolled in coaching programs such as Private Programming or Social Group Coaching will be interested in supplementing their attendance by participating in these events.

Care Group Members

The members in your Care Group can be targeted and invited to the Golf Schools. This will increase visits, build new social connections, and therefore increase retention and member spending.

The Golf Schools - *Unlock Your Game, Unleash the Fun*

The Golf School options are categorized into half-day and full-day options. Some of the Golf School options are categories below:



- **Perfect Your Putting** - Three-hour golf school that focuses on improving all on-the-green skills. Suggested content includes techniques, drills, and challenges for short putts, long putts, green reading, and helping your students perform under pressure.
- **Short Game Success** - A three hour golf school that focuses on improving all-around-the-green skills. Suggested content includes techniques, drills, and challenges for chipping, pitching, and bunker play.
- **Unlock Your Game** - A three hour golf school that focusses on improving all skills. Suggested content includes covering putting, chipping and full swing.
- **Confidence on the Course** - A three hour golf school that focusses on improving on course skills. Suggested content includes course management, pre-shot routines, handling awkward lies, shot shaping, and better decision making

- **Short Game Success** - This golf school runs for seven hours, including lunch. This focusses on improving chipping, pitching, bunker play and putting. The on course element in the afternoon utilises the Shotz adapted course tees to provide a great on course short game experience.
- **Unlock Your Game** - A seven hour golf school, including lunch that focusses on each area of the game, as well as benchmarking skills and improving technique. The on-course element in the afternoon includes playing 9 holes on the course.



Link to the Coaching Pathway



GOLF
SCHOOLS

Link to the Coaching Pathway

Golf Schools are a crucial part of the coaching pathway as they provide an opportunity to activate, engage, and convert members and guests into further coaching programming at your club.



1. Phase 1 - Find, Connect and Inspire

This phase is all about finding participants in the local community where appropriate, driving referrals through our current members to their friends and family, and engaging with all sections of the club.



2. Use the Golf School to Activate, Assess and Convert

Golf Schools are part of the activation programs in Phase 2 of the students coaching journey. By providing attendees with a great experience in a Golf School, you can then guide them into further programming at the club.



3. Engage, Develop and Retain

This phase is all about providing coaching opportunities and engagement activities that will develop the members' game, drive social connections, and retain them at the club. This phase is all about delivering the appropriate transaction to the right member or prospect.

Entering the Golf School from Phase 1

Attracting members and prospects into your Golf School will be accomplished through the three main identified outreach components of Phase 1 of the Coaching Pathway. This includes:

Coach Led

Proactively engaging with your Care List will help you initiate conversations about the Group Coaching opportunities that may be of interest to the member, their spouses, dependents, or friends.

They will also be aware of others in the club, belonging to different sections, who may be interested in the program.

Member Referrals

Members within the club will become aware of the Golf School events and programs and may recommend the program to their friends and family.

Company Led

Utilizing engaging marketing content and strategies, along with collaborating with the team at Retail Tribe, will help capture engagement in the programs and events.



Entering the Golf School in Phase 2

The additional activation events in Phase 2 provide another opportunity to convert members and guests into participating in a Golf School.

Private Assessment/ Evaluation

Members or guests who attend an assessment may be directed to a Golf School event in order to supplement their game development, in addition to other programming in Phase 3.



Play 9

Engage with members in your Care List by organizing a 'Play 9' activity.

These activities are designed to re-engage club members, either on a one-to-one basis or by helping them develop social connections in a group environment.

It may be suitable for you to direct a member from a Play 9 activity to a Golf School event.

Game On Experience Day

The Game On Golf Experience event specifically targets guests, as well as spouses, friends, and family of members.

Those attending an Experience Day should be directed straight to the Game On program.

Experience Day
GAMEON

Link to Phase 3 - The Expert Guide

Ultimately, Golf Schools provide an opportunity to convert your guests and members into further programming at Phase 3 of the Coaching journey.

This may include directing them to a Coaching Plan in Private Programming and/or the Social Group programming opportunities to continue their journey with you at the club.

You are the expert guide on the journey of each participant, and they will be looking to you for the answer to 'so, what's next?' Be bold yet authentic.

Suggest the next step for them to ultimately help them enjoy the game, engage in your activities as well as become an active and engaged member at your club.

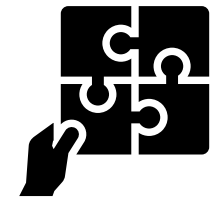


Scheduling and Pricing



Scheduling Overview

We understand that each venue varies in terms of access to facilities and the size of the coaching team. The needs of each venue will also differ, which will influence the specific skills series you choose to offer and their frequency. Since events and programs across each category will vary, the scheduling needs will also differ. However, we have compiled some key points to assist you in scheduling your events:



Utilise the Scheduling Guides

- On the Golf Schools page of the training hub, you can access a step-by-step scheduling guide that will assist you with recommended actions during this implementation phase.



Flexibility for You

- You have flexibility in several areas when scheduling a golf school event. This includes the frequency and total number of golf schools you offer, the start time and days you choose to run your golf schools, and the specific type of golf schools you offer.



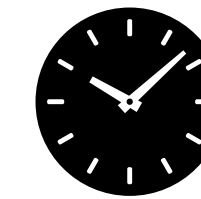
Use the GLF. Connect Training Resources

- The GLF. Connect support team has compiled several supporting resources to assist you in correctly scheduling a Golf School in your GLF. Connect system.



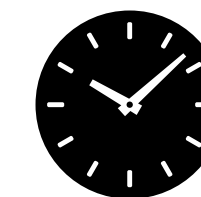
Scheduling and Bookings through GLF. Connect.

- All Golf School events must be scheduled and bookings processed through the GLF. Connect system. This will ensure effective measurement of participation, enable communication with participants, and facilitate payment reconciliation through Micros.



Climate Dependent

- The number of events and programs that you can offer will depend on the climate in which your venue operates. The exact dates and frequency will vary depending on the program delivery months.



Half Day or Full Day Durations

- When scheduling your Golf Schools, it is recommended to schedule them in either a Half Day or Full Day format. The supporting resources and pricing model have been designed with these durations in mind, so it is important to follow this guideline when scheduling your events.

Scheduling Based on Climate and Region

There is no specific expectation regarding the number of Golf Schools you should offer at your venue. Golf Schools should be offered periodically based on your needs and can be scheduled in your program calendar as required.



Year Round

For year-round clubs, golf schools can be scheduled throughout the entire program year.



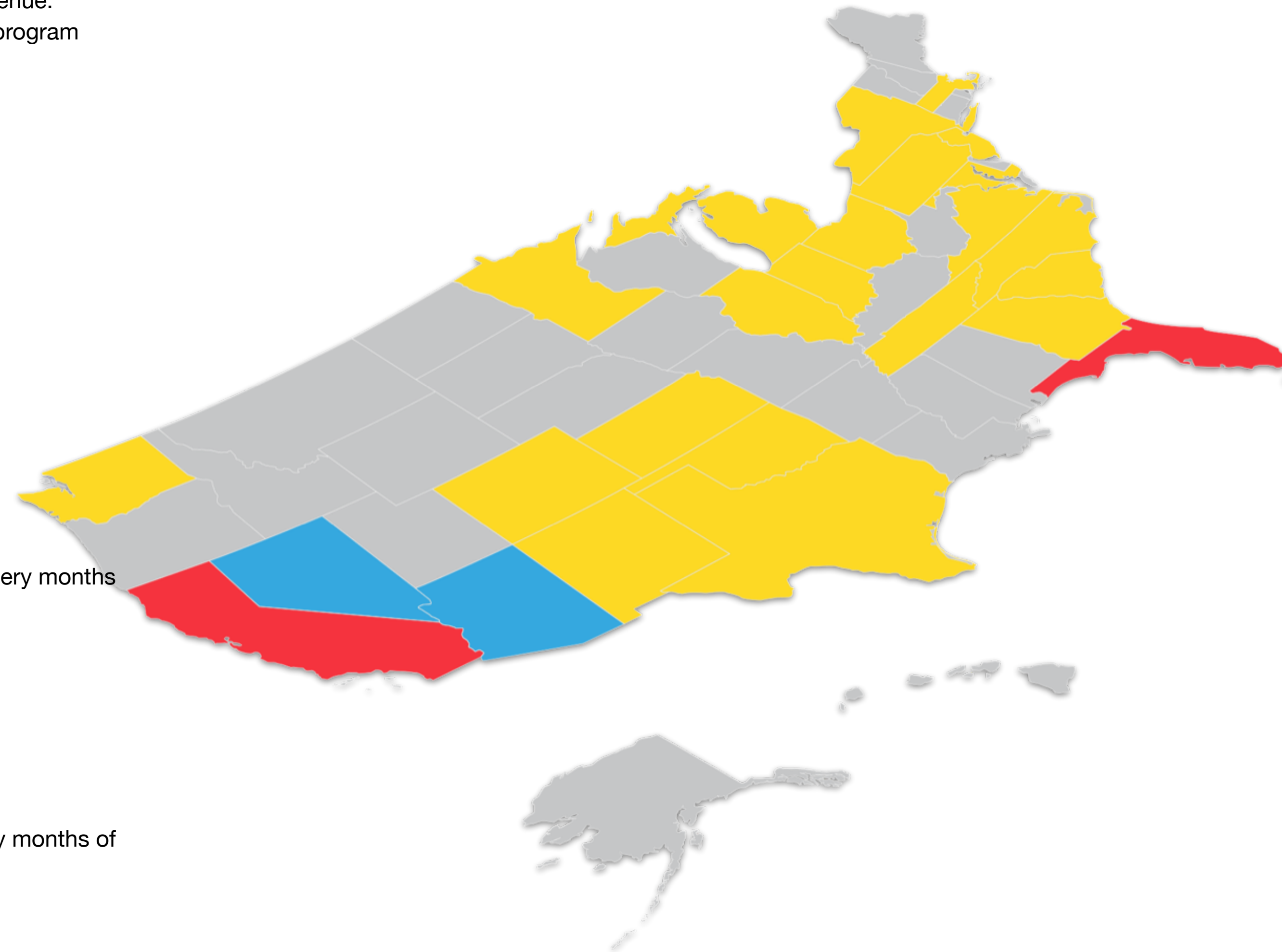
Seasonal - April - October

For seasonal clubs, golf schools can be scheduled between the delivery months of April and October.



Desert - October - April

For desert clubs, golf schools can be scheduled between the delivery months of October and April.



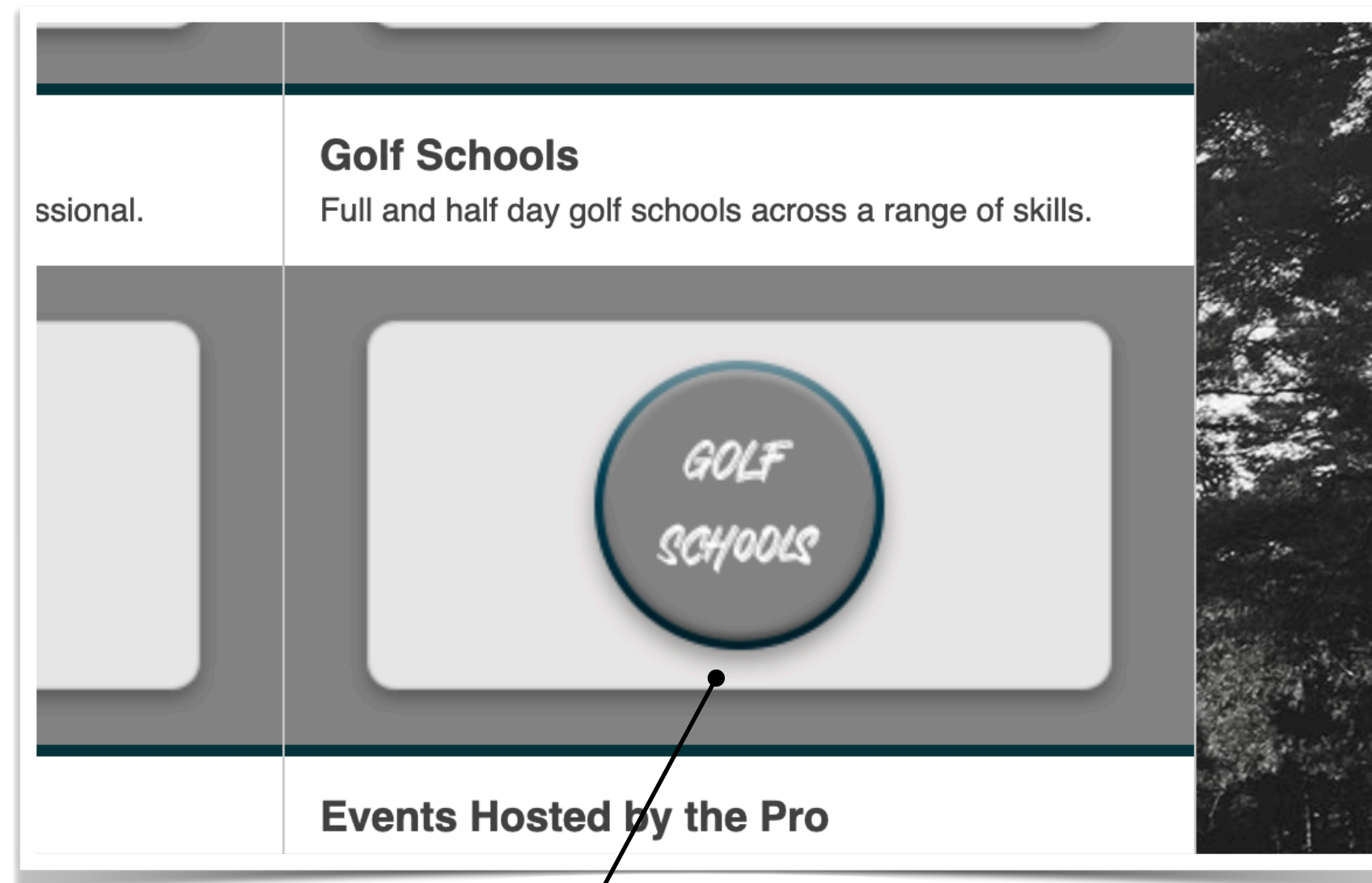
Scheduling through GLF. Connect

When scheduling a Golf School, it is important to ensure accurate scheduling in your GLF. Connect system. The various supporting resources, such as the Step by Step Guides and Training elements provided by the GLF. Connect support team, have been developed based on specific scheduling requirements. Scheduling your Golf Schools correctly is also crucial for linking to the reporting used by management and will assist the Director of Golf Programming in providing you with the necessary support.

Proper scheduling will also make it easier for your members and guests to book onto your classes.

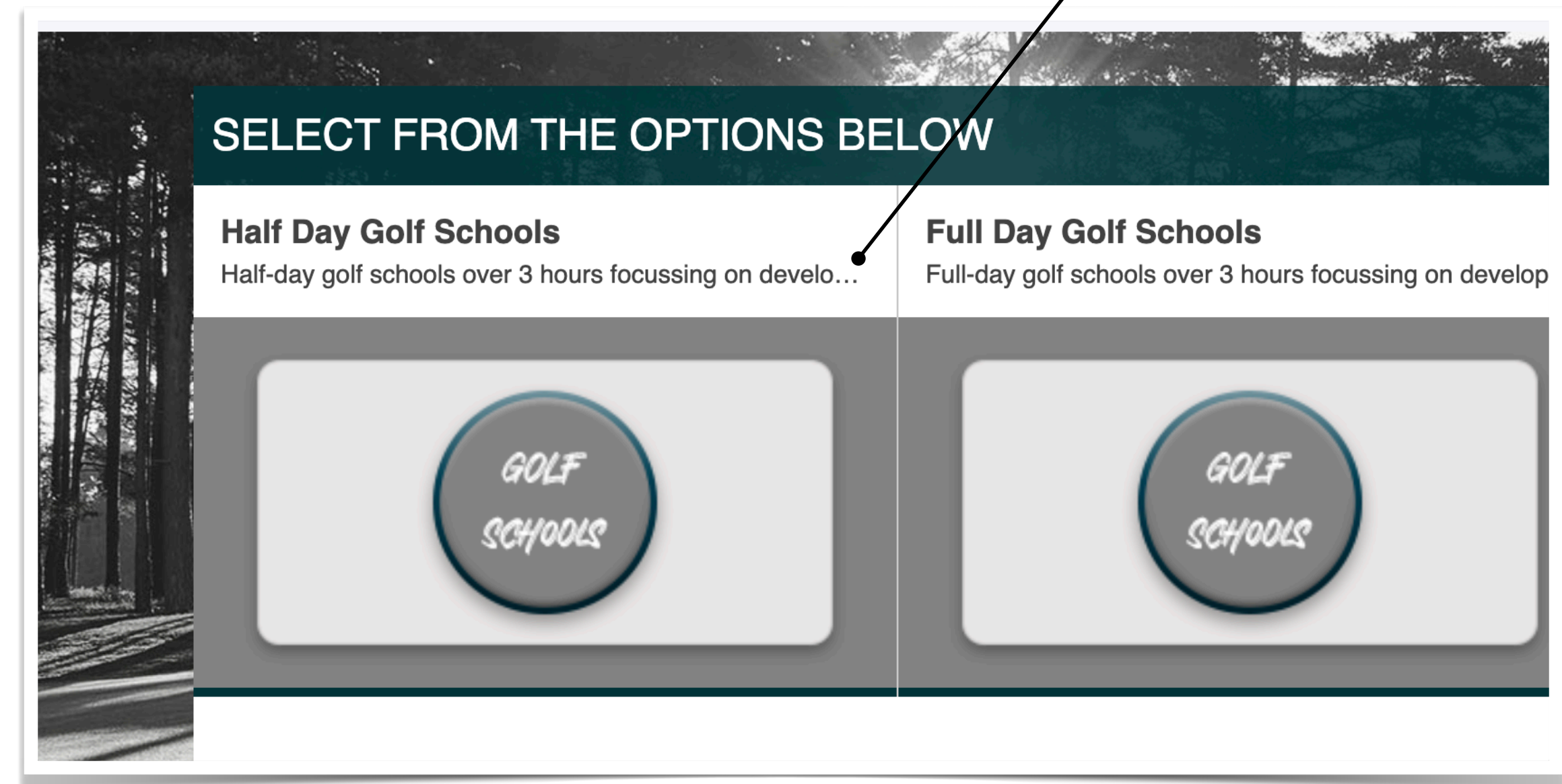
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Use the Half Day Golf Schools and Full Day Golf Schools Sub Filter



1

Use the Golf Schools Main Filter



Building your Golf School through GLF. Connect

It is vital that you build your Golf School program correctly on your GLF. Connect system so that you optimise the member and guest experience when booking onto your class. It is also vital so that reporting and insights are accurately reflected in the GLF. Connect system and you are able to reconcile with Micros.

Use the following guidance as an overview but further training is provided by the GLF. Connect team via the Golf School page and Knowledge base on the Training Hub.



In Step 1 of the Class Builder, you should use either Class Type 1 or the Golf Schools Template.



Make sure to add the correct name, date, and time duration of your golf school.



We recommend adding a detailed description that outlines what will be covered in your event.



Depending on the type of golf school you are running, it is recommended to schedule either over 3 hours or 7 hours on a single day.



Lastly, utilize the short link feature in the GLF. Connect system to allow your members and guests to easily access the specific class when booking through your marketing channels.

CHOOSE YOUR PROGRAM

1
2
3

[COLLAPSE ALL](#)

Filter Class ▾

Short Game Success Half Day Golf School - May 20th 9am - 12noon	1 Day(s) : 5/20/2023 - 5/20/2023	\$120.00 Member Price:\$0.00
Achieve short game success with this half day golf school. This event will run for 3 hours and cover a range of short game topics. Students will have the chance to develop their skills in the short game.		
COLLAPSE		

DESCRIPTION
Achieve short game success with this half day golf school. This event will run for 3 hours and cover a range of short game topics. Students will have the chance to develop their skills in the short game.

SESSION 1: 5/20/2023
Start Time: 09:00
End Time: 12:00

COACHES: NOT ASSIGNED

Invited Play 9 Single Group Creation

Invited Play 9 Multi Group Creation

Invited Half Day Golf Schools

Invited Full Day Golf Schools



Which type of class would you like to build?

A class with a single session. ⓘ

Guidance for Pricing your Golf School

The price of your Golf School 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. Within a golf school you must aim to include equipment and golf course access if required, but you have the flexibility to add additional bolts on's to the events at your discretion.

The pricing guidance for each golf school duration across each classification is provided below:

	Premier	Signature	Classic	Select
	\$35 per hour	\$30 per hour	\$25 per hour	\$25 per hour
 Half Day 3 Hours	\$105	\$90	\$75	\$75
 Full Day 7 Hours	\$245	\$210	\$175	\$175

Running a Golf School



Scheduling on the Day

You have the flexibility to choose the exact golf schools offered at your club. You can select from a variety of themed golf schools available in both the Half Day and Full Day options.

Within the Golf Schools page, you will find an event plan for each golf school option. This plan will include a suggested timetable for the event as well as the content that you can provide. An example of the event timetable for each golf school option is provided. It indicates that the half day schools typically run for 3 hours, during which participants will explore a variety of skills based on the specific topic of the event.

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



Short Game Success Day Golf School Sunday 18th June 2023 (3 Hours)

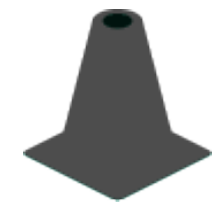
Time	Activity
9am	Welcome / Meet and Greet/Warm Up
9.10am	Putting Skills
10.10am	Mid-Morning Break and Rotater
10.20am	Short Game Skills
11.20am	Short Game Scoring Goal Challenges
11.50am	Feedback and Review
12noon	Finish and Tidy Down

Short Game Success Full Day Golf School Sunday 18th June 2023 (7 hours)

Time	Activity
9am	Welcome / Meet and Greet/Warm Up
9.10am	Putting Skills
10.10am	Chipping Skills
11.10am	Mid-Morning Break and Rotate
11.30am	Pitching Skills
12.30pm	Lunch
1.30pm	Bunker Play Skills
2.30pm	On the Adapted Course
3.50pm	Feedback and Review

Included in the Event Plan

To assist you in planning and organizing your Golf School, you can access downloadable event plans through the Training Hub for each of the event options. Visit the Golf School page and choose the 'Event Plan' section. You can view these via the Hub or download them to your device. This includes:



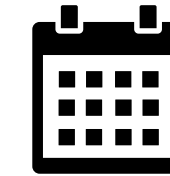
Event Layout and Setup

- The "Event Layout and Setup" section will provide you with recommendations on how to arrange each section of your event, ensuring that it is delivered safely and effectively meets the learning outcomes.



Equipment You Need

- Each event plan will include a list of the specific equipment required to conduct each session within the Golf School.



Event Timetable

- The timetable provides you with an overview of what is delivered in the event and how the event is broken down across the duration.



Technical Guidance

- Technical guidance ideas are provided in the event plan to help you to deliver content to those attending during group discussions and through the golf school.



Game and Practice Station Cards

- Each class plan includes game cards and practice stations that you can utilise in your event to ensure the event is engaging for your attendees.



On Course

- Your Golf School may offer an opportunity for participants to go on the golf course, depending on the theme and duration of the event. Guidance will be provided in the event plan if this is applicable.



Scoring Goal Challenges

- The plans will include scoring goal challenges that are specifically related to the skills being covered in your golf school. At your discretion, you can choose to incorporate these scoring goal challenges into your event, or you can use them as a reference to guide your attendees on ways to benchmark and track their performance.



TrackMan

- The event plans include specific challenges that can be measured using TrackMan technology. Incorporate TrackMan technology into your Golf School to demonstrate the additional value it offers and showcase how your members can utilize it to enhance their golf skills.

Example Timetable

The Event Plan includes an Event Timetable that guides you through the process of delivering your experience day and outlines what should be covered in each session. It will help you plan your time effectively and ideas for what to cover during your event.

4

Golf School *Short Game Success - Half Day*

Half Day Golf School Timetable

Session Length:
180 mins

Group Size:
1:8

Short Game Success
Putting, Chipping, Pitching and Bunker

Scoring Goal Challenges:
Chipping Challenge
Pitching Challenge
Bunker Challenge

Time	Focus	Suggested Theme Content	Games / Drills / Resource
10 Mins	Introduction and Putting Warm up	<ul style="list-style-type: none"> Welcome and outline plan objectives for the session Students to do some self guided putting practice to get accustomed to the green speed 	
30 Mins	Short Game Success - Putting <ul style="list-style-type: none"> Pace control Aiming at a point 	<ul style="list-style-type: none"> Introduce games, tasks and challenges for pace control and aiming at a point Deliver one to one and group coaching within the structure of the games and challenges set up for each technical element 	Waterfall challenge Coconut Shy
30 Mins	Short Game Success - Chipping <ul style="list-style-type: none"> Correct strike Landing zone 	<ul style="list-style-type: none"> Introduce games, tasks and challenges to encourage the correct strike and landing zone Deliver one to one and group coaching within the structure of the games and challenges set up for each technical element 	Strike Point Landing Zones
10 Mins	Mid-Morning Break / Breakout Session	<ul style="list-style-type: none"> Opportunity to engage in group discussion and questions Opportunity to reinforce the technical learning outcomes 	
30 Mins	Short Game Success - Pitching <ul style="list-style-type: none"> Varying Distance Club Selection 	<ul style="list-style-type: none"> Introduce games, tasks and challenges for varying distance and club selection Deliver one to one and group coaching within the structure of the games and challenges set up for each technical element 	Control Distance Hurdles
30 Mins	Short Game Success - Bunker <ul style="list-style-type: none"> Fundamentals of setup Shot selection 	<ul style="list-style-type: none"> Introduce games, tasks and challenges for fundamentals of set up and shot selection Deliver one to one and group coaching within the structure of the games and challenges set up for each technical element 	High or Low Bunker
30 Mins	Short Game Scoring Goal Challenges	<ul style="list-style-type: none"> Students can attempt one of the Short Game Challenges individually or in pairs 	Chipping Challenge Pitching Challenge Bunker Challenge
10 mins	Review and add Media on GLF. Connect	<ul style="list-style-type: none"> Complete a review of the Masterclass content and provide next steps/student plan Add any lesson media to the student's Student Connect area; videos, notes, etc. 	GLF. Connect App

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SCHOOLS

The top section of the Event Plan offers an overview of the class, including its duration, class size, and the specific focus on learning outcomes.

The first column provides a breakdown of the recommended time that should be allocated to each focus within the class.

The second column provides a breakdown of the focus with each section of the class.

With each section, ideas around what can be covered within this section of the class are listed here.

The specific games that are built into the event plans are provided in the final column

Guidance to Running Your Golf School

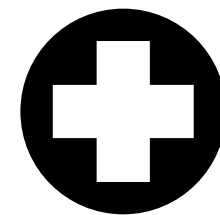
The success of the golf school and the conversions from the event into further programming will be driven by the participant's experience on the day. We are providing you with all the tools you need to make it a success, but you have a critical role to play in delivering a great experience for those who attend.

Remember the following when implementing the event at your venue:



Make the Golf School Fun

- Golf Schools aim to create positive experiences for participants, inspiring them to sign up for further programming, engage in club activities, and maximize their membership. Ensure that you keep the day lighthearted and fun!



Keep it Safe

- Nothing will undermine the success of the day more than the perception that the environment is not safe. Always keep this in mind so you can create a sense that activities at the club are always delivered with the welfare of participants in mind.



Keep it Inclusive

- Remember that there may be a range of ages, abilities, and experiences among the attendees of your Golf School. Therefore, ensure that the flow of the day is as inclusive as possible for all participants.



Be Prepared

- Preparation will be key to the successful delivery of your golf school. Not only will this help you enjoy the event, but it will also contribute to creating a positive image of you and your club.



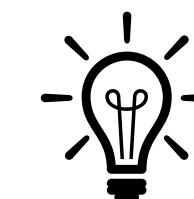
Create a Welcoming Environment

- Golf Schools serve as a shop window for participants to get a glimpse into life at your venue and experience your coaching programs. You should strive to ensure that everyone involved creates an environment and atmosphere that allows the participants to feel confident and comfortable at the club.



Harness Social Connections

- At any time when participants interact with one another, you play a crucial role in driving connections between individuals and opening up opportunities outside of the program.



Ignite their Enthusiasm

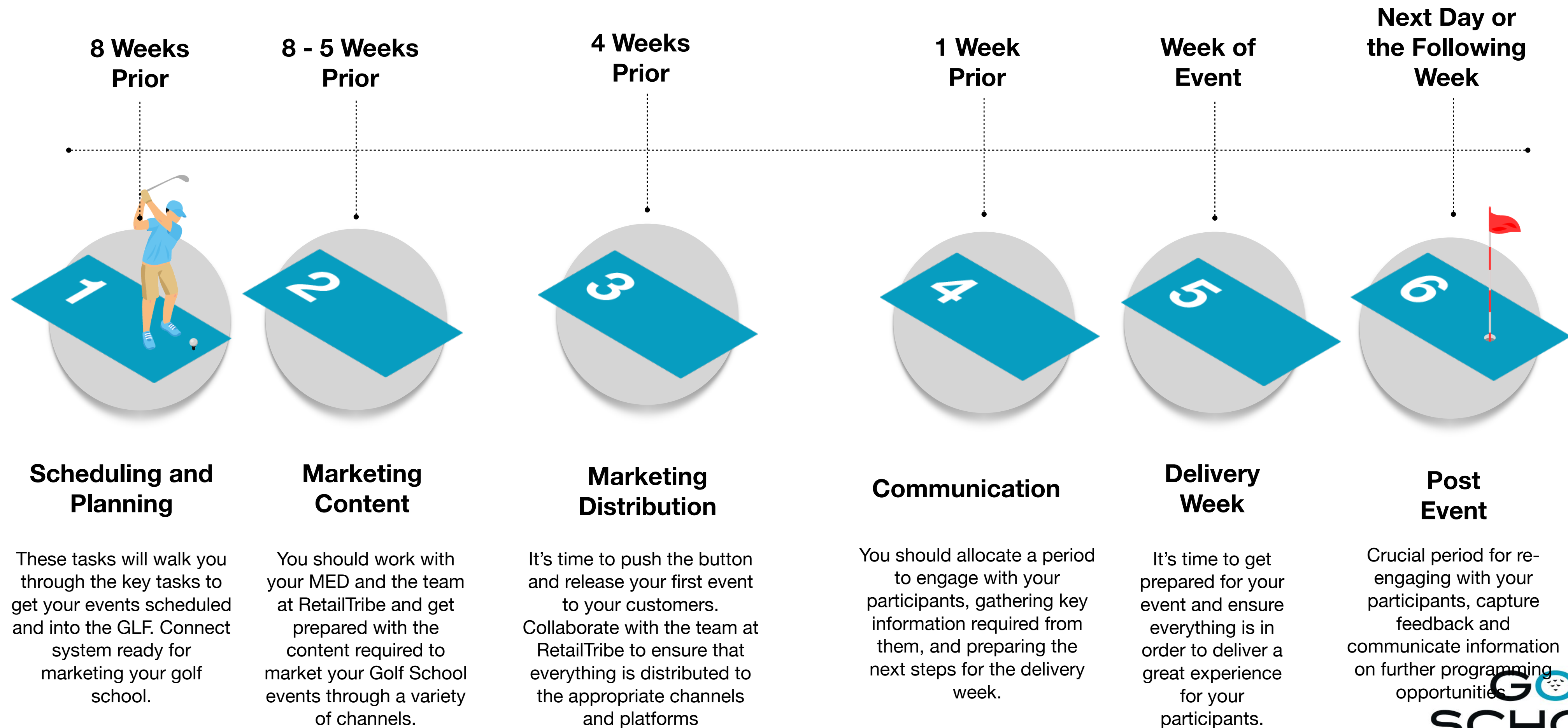
- Ultimately, participants should feel a sense of achievement and enjoyment in playing the game. It is essential to ignite their enthusiasm and passion for learning by helping them develop their skills.

Implementation



Implementation of the Golf School

We recommend that you start implementing your golf school approximately 8 weeks prior to the date of the event. This will ensure that you have adequate time to work through each stage of implementation, work with your team, venue, the GLF. Connect support team and the team at RetailTribe to make your event a success. The recommended implementation stages are as follows:



Step by Step Guides

To assist you with the implementation of this timeline, we have provided a step-by-step checklist document that will help you track and complete the necessary actions for each week. To access the checklist guides, please navigate to the 'Training Hub' and visit the 'Golf School' section. From there, you can download the checklist guides that will provide you with the necessary information to get started and successfully implement your golf school. You can then mark the each step of implementation as complete to keep you on track:



Navigate to the Golf School Step by Step Guides section

- Within the golf schools event page, you will find step-by-step guides that outline the implementation stages for this event. We recommend printing off these guides and referring to them as you navigate through the tasks for each stage. Each task, where applicable, is directly linked to a resource in the hub. By following these links, you can access the necessary resources that will assist you in getting everything in place to proceed to the next stage.

View or Download Step 1 'Planning and Scheduling Checklist'

- The first step is to complete the actions within the Planning and Scheduling section. These tasks involve organizing your event at the chosen venue and adding it to GLF Connect.

3. Action the Tasks and Mark as Complete

- Once you have completed the tasks within each implementation stage, you will be ready to progress to the next stage, ensuring that your event stays on track.

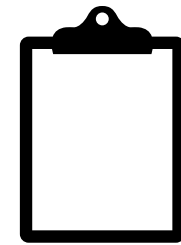
Support For You



Support For You

To help you run a great Golf School, you will receive support in several ways. This support will provide you with all the necessary tools to help you prepare for your event, fill the available spots, run a successful event on the day, and effectively convert your participants into other programs and activities offered at the club.

The Support you can access includes:



Event Plans

- Within the Training Hub and the Golf School page, you can access event plans that will assist you in planning, setting up, and delivering each golf school option. These plans will guide you through every step of your event and provide you with the necessary resources.



Step by Step Guides

- You can access step-by-step guides that will walk you through each stage of implementing your event. These guides will help you understand the tasks you need to complete at each step and provide information on where to access the necessary resources.



Marketing Support

- The team at RetailTribe is available to assist you in marketing your events through a variety of channels, including weekly and special mails. They can help you reach out to your target audience and promote your events effectively.



GLF. Connect

- GLF. Connect is the hub that powers your event and can be utilized for managing bookings, tracking and measuring sign-ups, reconciling payments through Micros, and effectively communicating with your participants. You can also access the dedicated Support Team and Knowledge Base at any time for assistance and guidance.



Marketing Resources

- You have access to a range of marketing resources within the Training Hub that can help you effectively promote your event. These resources include event flyers and more, which are linked within the Marketing Creation Step by Step Guide.

Access Golf Schools Support Via the Training Hub

Through the Training Hub on the GLF Connect system, you can access a variety of support resources that are specifically tailored to the golf school you are running.

1

Select the Activation Event option from the Adult Pathway page:



Training and resources for the events designed to activate members and guests into programming at your club!

[Click Here](#)


Training and resources for the Game On Golf Experience Day and innovative 3-step program ideal for new golfers!

[Click Here](#)

2

Select Golf Schools on the Selection Page

Choose your Program



Subscription based program across five scoring goals ideal to drive improvement and social connections.

[Click Here](#)


Training and resources for the Game On Golf Experience Day and innovative 3-step program ideal for new golfers!

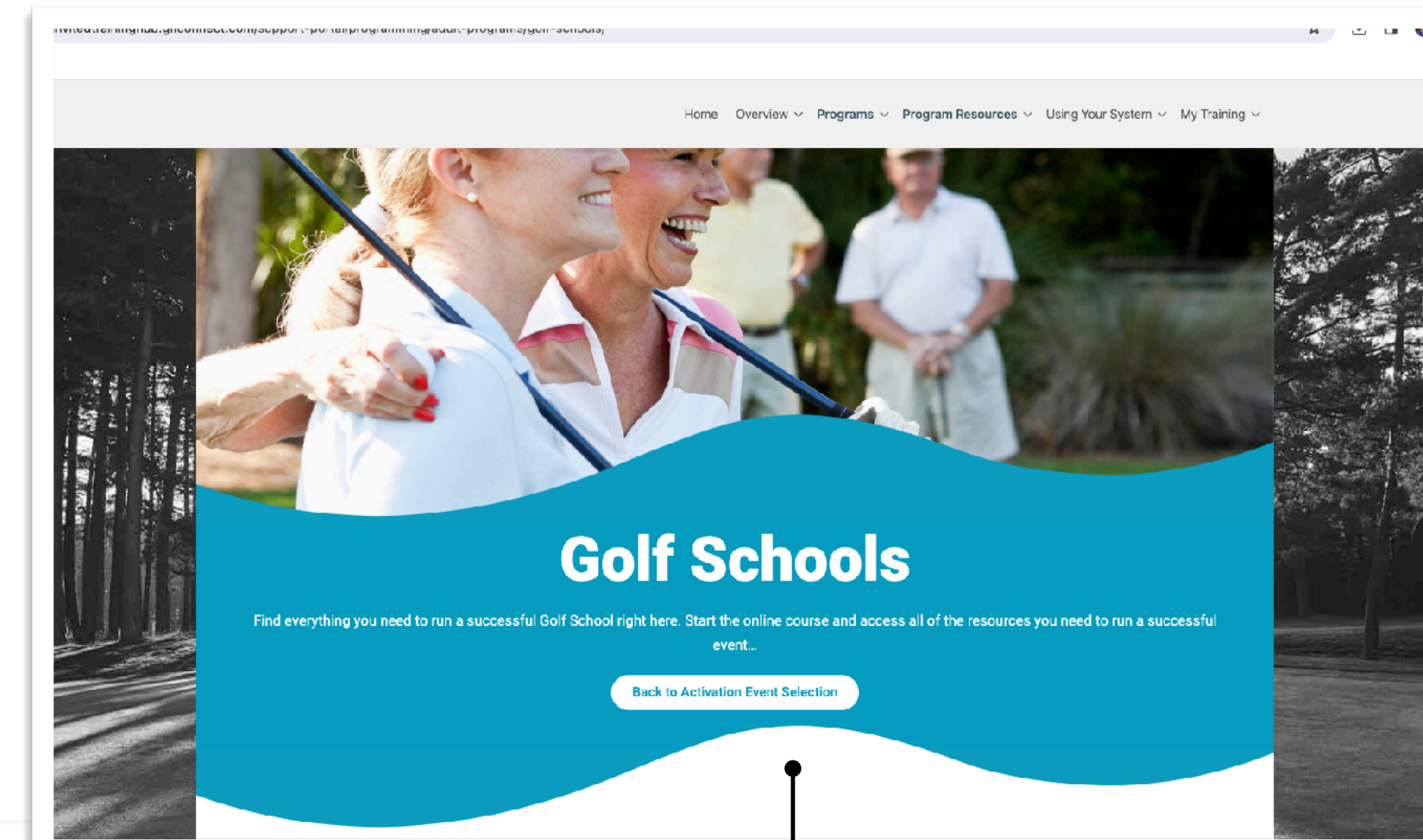
[Click Here](#)


Training and resources for the Golf School events across a range of skills topics!

[Click Here](#)

3

Select the the supporting resources you require from within the Golf Schools Page



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 provided below:



Jennifer Bermingham
Director of Golf Programing
Jennifer.Bermingham@invitedclubs.com



Rob Spurrier
Orbis Golf
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Andrew Simmonds
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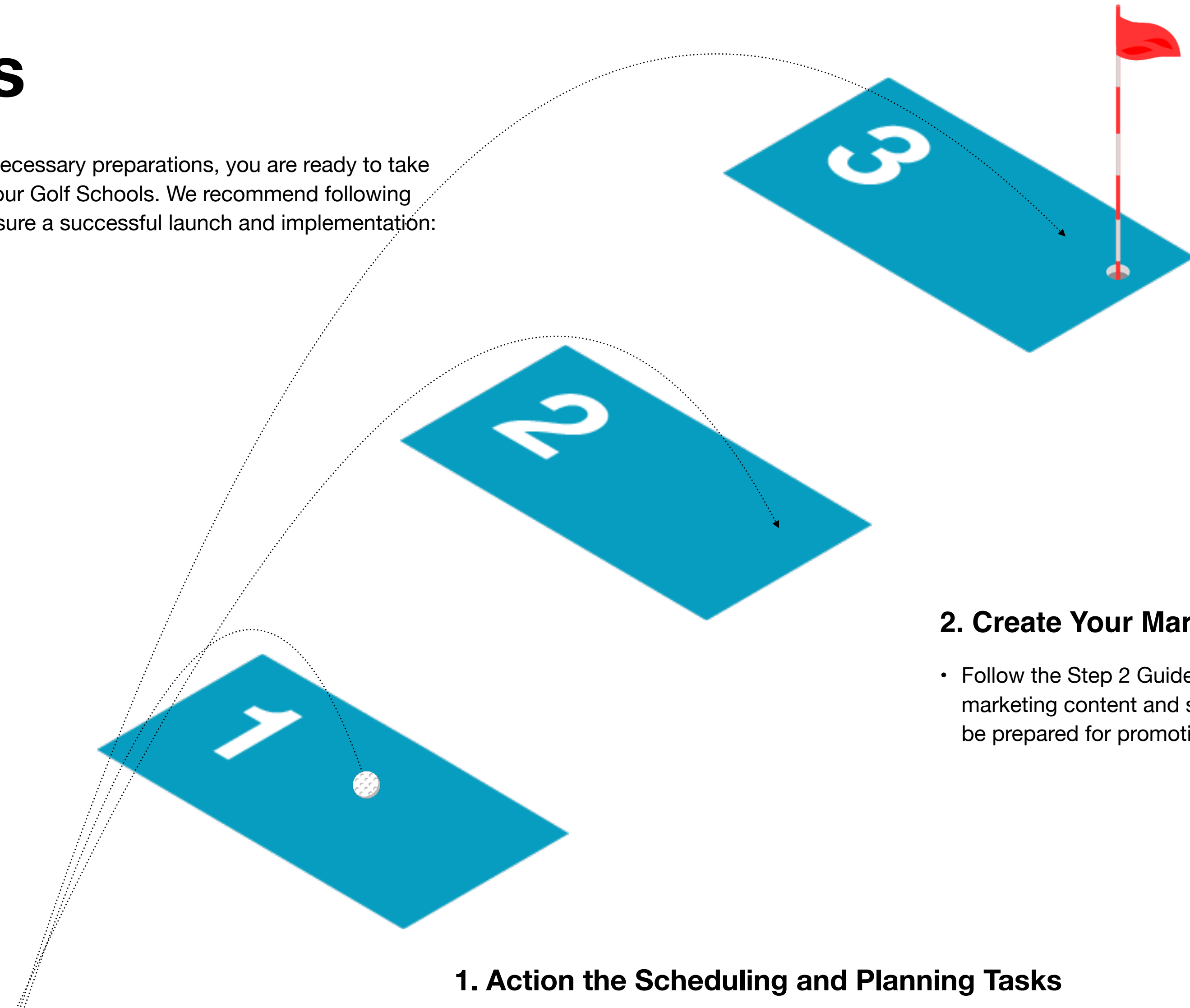
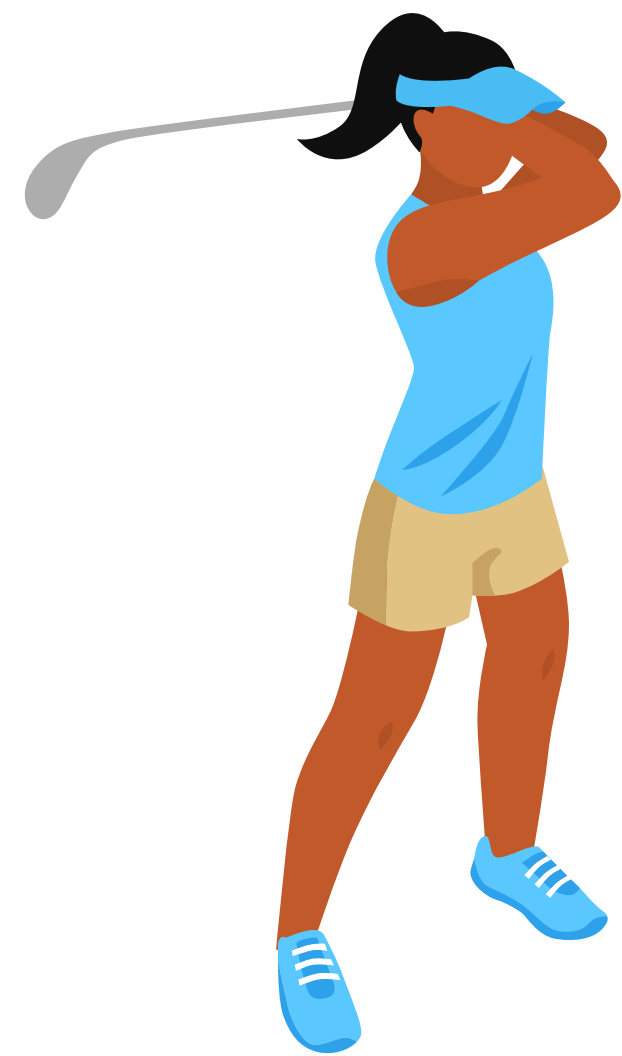
Bart De Schepper
RetailTribe
bartdeschepper@retailtribe.com

Next Steps



Next Steps

Now that you have completed the necessary preparations, you are ready to take the next steps towards launching your Golf Schools. We recommend following our recommended next steps to ensure a successful launch and implementation:



1. Action the Scheduling and Planning Tasks

- To get started, please navigate to the Golf School section of the Training Hub. From there, download the Scheduling and Planning Step by Step guide.

3. Launch your Golf School

- Follow the Step 3 Guide 'Marketing Distribution' to organize your marketing content and send it to the team at RetailTribe, so it can be prepared for promoting the event to your customers.

2. Create Your Marketing Content

- Follow the Step 2 Guide 'Marketing Content' to organize your marketing content and send it to the team at RetailTribe, so it can be prepared for promoting the event to your customers.

Thank you.

Please review the **Step 1 Scheduling and Planning Step by Step Guide** within the **Golf School** page of the **Training Hub**.



GOLF
SCHOOLS

The logo features the word "GOLF" in a large, bold, black sans-serif font. The letter "O" is replaced by a blue circle containing a white silhouette of a golfer's head and shoulders. Below "GOLF" is the word "SCHOOLS" in a smaller, bold, black sans-serif font.