

# Step 4 - Communication



Please find listed below the recommended actions that you need to take during this step of implementation. You can access resources to supporting the communication elements in the Planning and Communication section of the Golf School Event page on the Training Hub. Further training is also available on GLF Connect, in the Knowledge Base:



## Chase Your Engaged Customers

Follow up with any engaged customers on your campaigns that may not have reserved a place yet on your Golf School. This will act as timely reminder and drive those sign ups.



## 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 members about your event, this may inspire them to contact you and sign up.



## Repost on Your Social Channels

Ask your MED, or the relevant contact at your club, to re-post your key information to the range of social media channels.



## Re-send to Your Membership

Ask your MED or club contacts to re-send your marketing so you can capture any last minute interest from your membership.



## Check In with Your Facility

Update the relevant people at your club with your event sign up progress, facility access required and lunch requirements if running a full day golf school.



## Send Your Sign Up's the Event Information

Distribute to those who are signed up the key information about your event. As new signs up come in, you will need to send ensure that you send this to each participant.



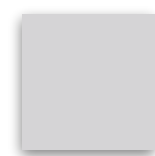
## Use the Template Communication

Visit the Planning and Scheduling section of the Training Hub within the Golf Schools page and download the Template email to share with your participants including arrival time, equipment required and more.



## 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 tutorial to learn how to download the class information or send an email message to your event attendees from with the GLF Connect system.