

RECRUITMENT AND RETENTION

Marketing to Recruit More Members

Is your membership full? If not this workshop could be for you!

There are approximately 2 million people who play golf but who are not members of clubs – so what recruitment strategies do you need to attract some of them in to membership at your club?

Get Serious about Member Retention

What is your club doing to ensure it retains your members? Nothing? ...Then this workshop is for you. Having a membership retention plan is vital. Members are customers and we need to ensure that we are continually communicating and engaging with them to meet their needs.

Workshop Facilitator

We are delighted to have Tory Brettell delivering the workshops. Tory set up Traffic Health and Fitness Limited in 2002 to offer professional support and advice on all matters relating to operating Health, Fitness, Golf and Spa facilities in the UK and overseas.

She has over 25 years' experience within the Leisure Industry from managing Marriott Hotel Health & Leisure Clubs to supporting 49 Clubs in Europe. Tory has a broad range of practical experience to draw on including delivering management and staff development programmes; mystery shopping; auditing; writing & implementing quality management systems; reviewing sales procedures & processes; and a greater awareness of procurement and project management.

Who should attend?

Key staff and/or volunteers responsible for delivering the sales and marketing function at your golf club.

These workshops will be split into two sessions and can be booked individually or as a pair. Recruitment will run in the morning and Retention will be in the afternoon. Each session will cost £15 (excluding lunch) or book the pair for £30 (including lunch).

There is a **25% discount** for clubs who have been awarded the new GolfMark accreditation or have uploaded activities onto the Get into Golf website between April and September 2017. Contact clubsupport@englandgolf.org for your discount code.



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CLICK ON EVENT

Event	Date	Golf Club	County	Post Code
Recruitment and Retention	02/03/18	Kings Norton Golf Club	Worcestershire	B48 7ED
Recruitment and Retention	09/03/18	Frilford Heath Golf Club	Oxfordshire	OX13 5NW
Recruitment and Retention	12/03/18	Hartford Golf Club	Cheshire	CW8 3AP
Recruitment and Retention	13/03/18	Garforth Golf Club	Yorkshire	LC25 2DS
Recruitment and Retention	14/03/18	George Washington Golf Club	Tyne and Wear	NE37 1PH
Recruitment and Retention	16/03/18	Padbrook Park Hotel	Devon	EX15 1RU
Recruitment and Retention	27/03/18	Leatherhead Golf Club	Surrey	KT22 0EE
Recruitment and Retention	28/03/18	Bury St Edmunds Golf Club	Suffolk	IP28 6LG

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