

# GUIDANCE NOTE

## Playing in Pro-Ams

Pro-Ams are an important part of being a Professional golfer and they are a critical element of the LET events. What makes them a success is the attitude and behaviour of the LET members who take part in them.

Pro-Ams are very important to the Promoters, who fund and organise the events. The success of the Pro-Am could be a factor in the Promoter's decision whether or not to sponsor the tournament the following year. Therefore, as it is so critical that the Pro-Ams are successful, this guidance note has been prepared.

Please note that players are not paid for playing in tournament Pro-Ams. Participation is considered to be support for the Promoter and part of the commitment to the event. More information about Pro-Ams can be found in the LET's Regulations Handbook.

### PRIOR TO THE PRO-AM

#### a) Find out about your playing partners

Before you meet your group, it's useful to know a bit about them. This is particularly useful to know if they're one of the event sponsors or supporters. It will also help you to start a conversation with them. However, please be mindful that there may be occasions where the LET is not able to provide advance information on Pro-Am players as some Promoters might decide to complete the Pro-Am draw a day or so before the Pro-Am.

#### b) Meeting and greeting

You only get one chance to make a first impression. When you meet you're playing partners, don't forget the basics:

- Smile and look them in the eye.
- Shake hands with a firm grip.
- Introduce yourself using your first and last name.
- If they don't give you their name, ask for it.
- Don't be afraid to ask them to say it again if you don't hear it first time (e.g. "I'm sorry, I didn't catch your name.").
- Use their name.
- Make a friendly comment (e.g. "It's really good to meet you.").

### DURING THE ROUND

#### a) Be positive!

Remember that your playing partners will be very excited about playing in a Pro-Am with an LET Professional on a high quality course. Also, they or their companies will have paid a considerable amount of money for their Pro-Am team. It's a very special day for them and the way you behave and interact with them will determine whether or not they have a good time.

You might be having a bad day and not really feel like playing in a Pro-Am, but you should try to be positive at all times whilst with your Pro-Am team. It is very important that you give them a positive opinion of yourself and the LET.

#### b) Provide helpful advice

Generally speaking, amateur golfers welcome advice and assistance from Professionals. When on the greens, ask if they would like help with the reading of putts or give them some simple tips that might help them play.

Also, be aware that if there is a question about the Rules of Golf, the amateurs will probably look to you for the answer.

## AFTER THE ROUND

### a) Swap business cards

Make sure you have some business cards with you and swap cards with your playing partners. If they enjoyed playing with you, they may want to contact you in the future about sponsorship or playing opportunities and you never know when you might need to contact them.

### b) Functions and/or prize-giving

Some of the Pro-Ams will also include dinners, parties or prize-giving events. You'll need to check the factsheet to see if attendance is mandatory.

It is important that you stay with your playing partners rather than sit with other LET members. These events give you another opportunity to build relationships or extend your network of contacts.

It is normally the case that, if your team has won a prize, you will be required to stay for the prize-giving event.

### c) Leave a lasting impression

Just as making a good first impression is important, so is leaving a good last impression. Some of the basic rules are similar to when you met:

- Smile and look them in the eye.
- Shake hands with a firm grip.
- Use their name.
- Make a friendly comment (e.g. "I've really enjoyed your company today.").
- If they're an event sponsor, thank them for supporting the event.
- Wish them well for the future.

### d) Keep in touch

It might be worth keeping in touch with some or all of your playing partners as they may be helpful to you in the future.

If you think it's appropriate, soon after the event send them a friendly e-mail thanking them for an enjoyable round of golf. If there might be a sponsorship opportunity, attach some information about yourself and links to your social media channels and/or website.

You might even want to add them to a Christmas e-mail list – you just never know what job they're going to be doing in the future, but they just might be in a position to help you.