



## 3. Hosting an Open Day - Planning

### Planning Overview

1. Plan				
Audience	Objectives	Selling Points	Timetable	Internal Support
2. Promote				
Targeting	Key Messages	Channels	Internal	Accessibility
3. Deliver				
Atmosphere	Facilities	Activities	Data-Capture	Conversion
4. Evaluate & Follow-Up				
Results	Engage	Commercial Return	WWW EBI	Retention

#### Step 1: Planning

- Consider your Target Audience
- Selling Points including Club Purpose
- Objectives for the Day
- Timetable for promotional activities and the Open Day itself (see Part 3 Delivery)
- Internal Support e.g. Sub Committee / Club Manager Time Resource
- Decision on package/promotional offering and date of event
- Decide on your 'Plan B' – what will you do if inclement weather?

#### > Action – Build your Plan

#### Step 2: Promotion

- Targeting and Accessibility
- Key messages – what is the Club's purpose/vision? What are the key member benefits/USPs?
- Brainstorm promotional activities and marketing channels (e.g. Social media, local press, flyers, junior parents, other sports clubs)
- Review the Facebook Advertising Guide: <https://www.facebook.com/business/ads>
- Create a Welcome Pack for new participants – distribute on the day

#### > Action – Cost, Timetable, Marketing Mix

#### Step 3: Delivery

- Create a welcoming environment and warm ambience at your club
- Recruit Active Members as 'Ambassadors' to be on site and welcome your prospects
- Define the Ambassadors remit – tour guide, playing partners, general conversation
- Define 'Customer Journey' (see below)
- Set standards and expectations for Customer Services – 'Warm Embrace'

- Define key stations for Ambassadors e.g. car park, 1<sup>st</sup> tee, practice ground, putting green, catering, registration desk, etc.
- Facilities, what are you showcasing? e.g. Catering, Bar, Practice, Course = Have the right Club Staff & Ambassadors in place for each facility
- Define & Resource Activities e.g. Fun activities for kids, nearest pin, long drive
- Data-Capture / Registration Desk: Printed forms, laptop or online sign-up
- Conversion: Have an opportunity to make the sale, no one leaves without making a decision, ensure all prospects are at least data-captured, encourage feedback

> **Action – Assign staff and volunteers, create the customer journey, ensure conversion, sale or data-capture opportunities**

#### Step 4: Follow-Up

- Analyse your results: Return on investment (income less expenditure)
- How many prospects attended? How many sales were converted?
- Team evaluation debrief: What Went Well (WWW)? Even Better If (EBI)?
- Follow-up with those who did not join on the day – email, phone call, return invite
- Analyse data-capture – who came (demographics), where did they find out about it (Facebook, website etc), why did they join, why didn't they join?
- Club Manager or Event Owner - Thank volunteers for their help and members for giving up the course
- Initiate a 'First 90 Days Retention Strategy' to ensure as many as possible stay as members
- Publicise success to your members and your local community
- Tweak, improve and repeat next year
- Invite new members onto the sub-committee – learn from their first-hand experience

> **Action – Team debrief, analyse Return on Investment, follow-up with prospects, 90-day retention strategy, publicise, invite new members to help next year**

#### Best Practice Examples:



**Crieff Golf Club**  
1891

# OPEN DAY

**Sunday 12th May**  
12.00pm - 4.00pm

Infatible Assault Course

BBQ (£3.00) & Pitch and Putt

Golden Golf Ball Treasure Hunt

Face Painting & Junior Golf Games

Archery

Sign up to become a social member and start immediately with your 10% bar discount...

Tel: 01764 652397 or email: gm@crieffgolf.co.uk for more details  
Crieff Golf Club, Ferntower, Perth Road, Crieff PH7 3LR  
www.crieffgolf.co.uk



**DOUGLAS PARK GOLF CLUB**

# GET INTO GOLF

SCOTTISH GOLF

Course Safari on 9 Hole (Integrated) Course

## LADIES OPEN EVENING

DOUGLAS PARK GOLF CLUB  
WEDNESDAY 10<sup>TH</sup> MAY 2017, 6PM – 8:30PM

- Never tried golf before but would love to give it a go?
- Used to play and would like to take it up again?
- Want it to be affordable, sociable and fit in with busy lifestyles?
- Looking for a sport that you can take part in for the rest of your life?

Great new packages to support all levels of golfers.

- Tour the Facilities
- Fun Golf Activities
- Course Safari
- Refreshments
- Meet the Members
- Coaching Tips from the Pro

- Call the Pro Shop today 0141 942 1482
- Email: [secretary@douglasparkgolfclub.co.uk](mailto:secretary@douglasparkgolfclub.co.uk)
- **CLICK HERE TO REGISTER IN ADVANCE TO ENTER PRIZE DRAW ON THE NIGHT.**

Website: [www.douglasparkgolfclub.co.uk](http://www.douglasparkgolfclub.co.uk)  
Douglas Park Golf Club, Bearsden, Glasgow, G61 2TJ Tel: 0141-942-0985