

# Midland Golf Week 9th - 15th April 2012

April is great timing for promoting golf as we come out of winter, and courses and the game become really enjoyable for beginners and experienced people alike.

Remember, it is easier to retain a golfer than to recruit a beginner so activities for your current members should not be overlooked

Having piloted this initiative in the week following the 2011 Open, we are going to repeat it in the week following the Masters and we would expect activities to be targeted at very specific groups. The advertising and awareness of the event should therefore be very tailored to the group being addressed. The website is up and ready.

<http://www.midlandsgolfweek.co.uk/>

The all embracing Golf Club Open Day is a blunderbuss approach that nowadays needs to be more specific.

Think, what are the characteristics of the group you are trying to recruit? (Age, lifestyle, type of work, etc) What will appeal to them about your club? What are the avenues to make contact with them and get their attention? Having got their attention what are the stepping stones to membership and integration within the club?

Experience gained in July gave several key pointers:-

YOU CANNOT START PLANNING THE EVENTS TO BE HELD AT YOUR CLUB TOO EARLY

YOU CANNOT APPOINT THE VOLUNTEERS TO CARRY THE EVENTS OUT TOO SOON

FAILURE TO PLAN EQUALS PLAN TO FAIL!

I attach the July ideas for club promotion which will help your planning thoughts for next April.

I recently attended a presentation by the group looking to raise golf's profile in Birmingham and useful work is being done there. One interesting point was that the average age of Twitterers is 45 years. If ever there was a target age for golf clubs, that has to be high among them. There is a course planned to familiarise attendees with the capabilities of Tweeting and how it can be used to support the ideas above.

Another, curious, piece of research showed that car buyers look at the brochures for a car AFTER they have purchased the vehicle, not before. Having made a large investment, buyers need reassurance that they have made the correct choice.

Applying this to a golf club membership, I have just seen a new members' package produced by Kidderminster, it is excellent! When I say package, I mean package, the envelope includes significant, well produced, welcoming and informative material from all the aspects of the club and its facilities. This is something every club should have prepared as part of the follow up to the successful recruitment of a new member.

This Midland Golf Week initiative is very significant. Please contact Warwick on [warwickholland@aol.com](mailto:warwickholland@aol.com), to get his assistance for any event you may be thinking of.

Some clubs worked hard to create membership increases in 2011, lets spread the effort wider in 2012 for the benefit of every club.

Please let me know if your club is picking up this ball and running with it.

Andrew Boyd, Chairman Worcestershire County Golf Partnership