



PLAYER DEVELOPMENT WORKSHOP

The Philadelphia PGA, Golf Association of Philadelphia and the Philadelphia and Vicinity CMAA are looking for the best of the best to attend a 1-Day Player Development Workshop. This will be an intense, interactive and engaging workshop designed for those who are ready to stand apart from their peers and have a real and lasting impact on the growth of the game of golf. The PGA of America's Senior Director of Program Development, Mike O'Donnell, will lead the workshop with Philadelphia PGA's Player Development Director, Leila Mackie, on hand to help facilitate this groundbreaking opportunity.

The Seminar is available to all PGA Members and Apprentices as well as General Managers and volunteer leaders at your facility. We encourage general managers, facility owners, and club presidents to join their PGA Professional and be a part of this unique experience. This Workshop provides a valuable learning experience for all parties when it comes to growing the game and driving revenue at your facility.

AGENDA INCLUDES:

1. Reflecting on and challenging long-held assumptions regarding the importance of player development, the consumer's motivation, key factors influencing consumer behavior, and the role of the PGA Professional at any facility.
2. A review of applicable marketing principals and marketing tactics which will empower Professionals to engage with and inspire any player, regardless of their ability or position on the consumer pathway.
3. An in-depth dive into structured player development programming that can address any type of consumer, with specific emphasis on the recreational player, engaged player and committed player.
4. An introduction to quantifying and measuring the financial and facility impact of your player development activities by understanding the key revenue drivers and utilizing the Revenue Scorecard.

SEMINAR DETAILS:

- **Date:** Tues. March 1st, 2016
- **Location:** Concord Country Club
- **Time:** 8:00am – 4:30pm
- **Cost:** \$40 (Continental Breakfast & Lunch included)

REGISTRATION: Open to both PGA Members and non-PGA Members. Registration for Non-PGA is limited to general managers, facility owners, and club board/committee leaders. Non-PGA attendees must be accompanied by a PGA Member. PGA Professionals can register Members and Non-Members at www.phillypga.com

For any issues registering please call Sue Unger in the Section office 215-886-7742.