

Where Tradition Meets Technology



GCAE Golf Business Conference,
Lisbon, 3rd – 5th February, 2020

Why Technology? Why Software?

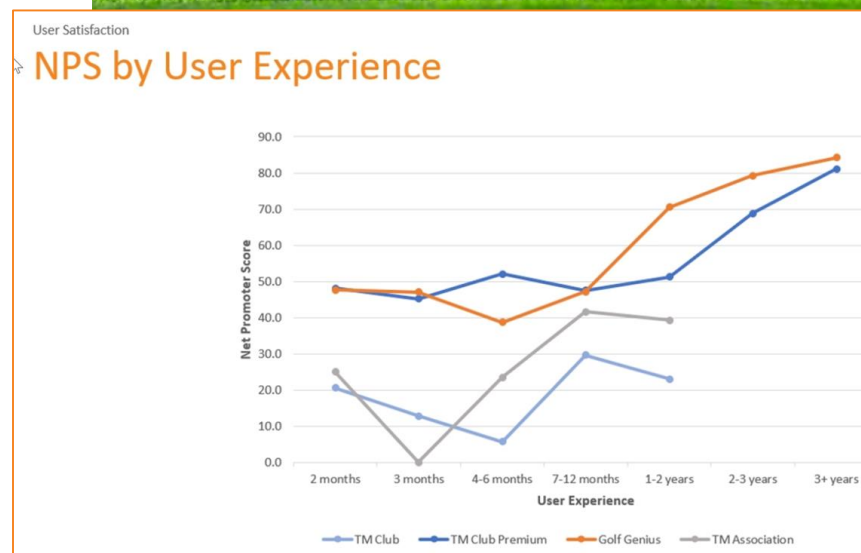
- ✓ **Improve productivity**
- ✓ **Reduce the mundane**
- ✓ **Focus on Customers**
- ✓ **Consistency**

OBJECTIVE

**Provide a better service to members
at lower cost
& spend more time interacting with
members**

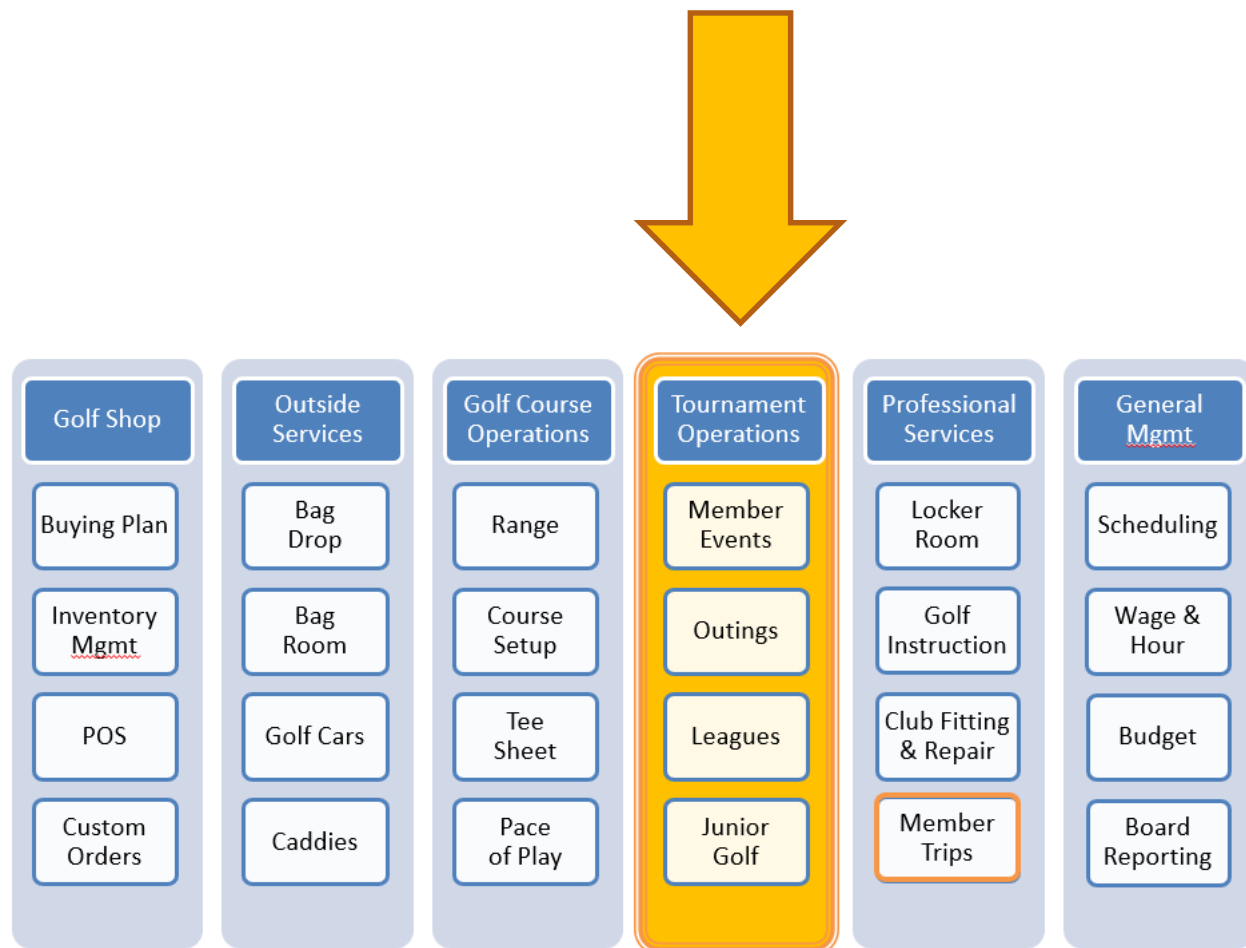
Why Golf Genius?

- **Proven Product**
- Clubs, Association, Tours, Societies, Trips
- **Flexible – Any / All Events**
- **USGA WHS Solution launched 6/1/20**
- **NPS 65%+**



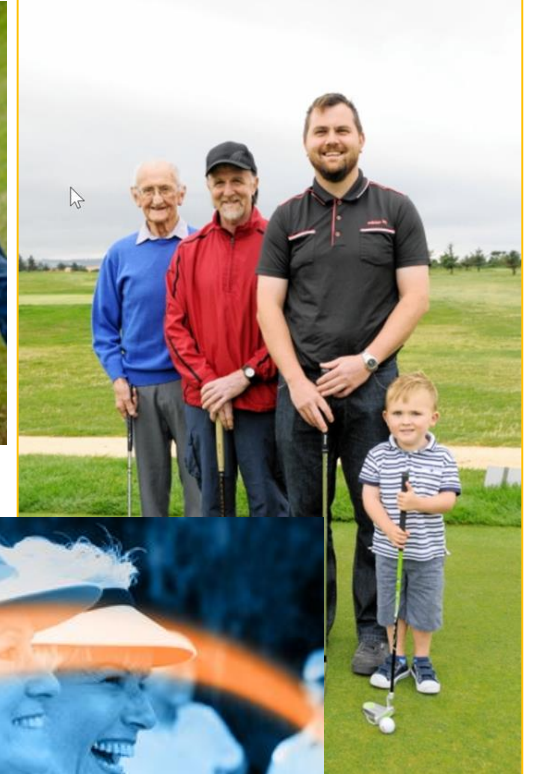
It's About Golf!

- The Product of a Golf Club is Golf!
- Golf is YOUR Brand
- Who Does 'medium well' GOLF?



Old v New – Find The Balance!

- **Balance – Them v Us?**
30+ - Born On The Web
50-60+ - Dread The Web
- **One Size Does NOT Fit All!**
- **Your Customer,
Your Event**



Less Time, More Fun, More Revenue

- **Less Time**
 - *Reduce Set Up Time*
- **More Fun**
 - *Increase Participation*
- **More Revenue**
 - *Increase Green Fees*
 - *Sponsorship Revenues*



Build The Customer Journey – Build Your Brand

- **Pre Round**

- *Registration*
- *Communication*

- **Day of Play**

- *Formats*
- *Personalisation*

- **Post Round**

- *Retention*
- *Communication*



Before The Day of Play – Make It Personal!

- **Build The Brand**
 - *Multiple Touch Points*
- **Easy Registration**
 - *Data Collection*
- **Informative Portals**
- **Proactive Comms**



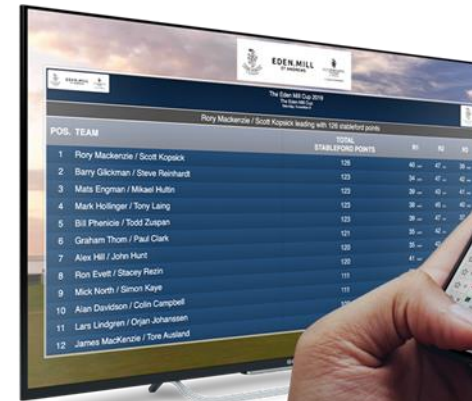
Day of Play – Make It MORE Fun!

- More Fun Golf
- Change It Up!
- Shorter Formats - Faster
- Beginner – Drive, Chip, Putt
- Leagues – repeat play!
- Roll Up, Roll Up

Golf Genius Golf Day
Thu, August 29
Tee Time: 11:15 AM
Hole: 1
Course: JCB Golf & Country Club

Nearest the pin: Hole 9
Nearest the pin: Hole 17
Longest Drive: Hole 15
Signature 1: _____
Signature 2: _____

	1	2	3	4	5	6	7	8	9	Out	10	11	12	13	14	15	16	17	18	In	Total	Strk
JCB Yellow (72.0)	368	302	533	385	188	485	418	387	147	3033	563	342	280	596	180	402	355	204	442	3364	6587	(18)
Par	4	4	5	4	3	5	4	4	3	36	5	4	4	5	3	4	4	3	4	36	72	
Stroke Index	4	14	8	12	16	10	2	6	18		5	13	17	7	15	1	11	9	3			
	Both to drive then best ball					Best Ball					Both Balls											
Craig	*	*	*	*	*	*	*	*	*		*	*	*	*	*	*	*	*	*			
Michael	*	*	*	*	*	*	*	*	*		*	*	*	*	*	*	*	*	*			
Team Score																						



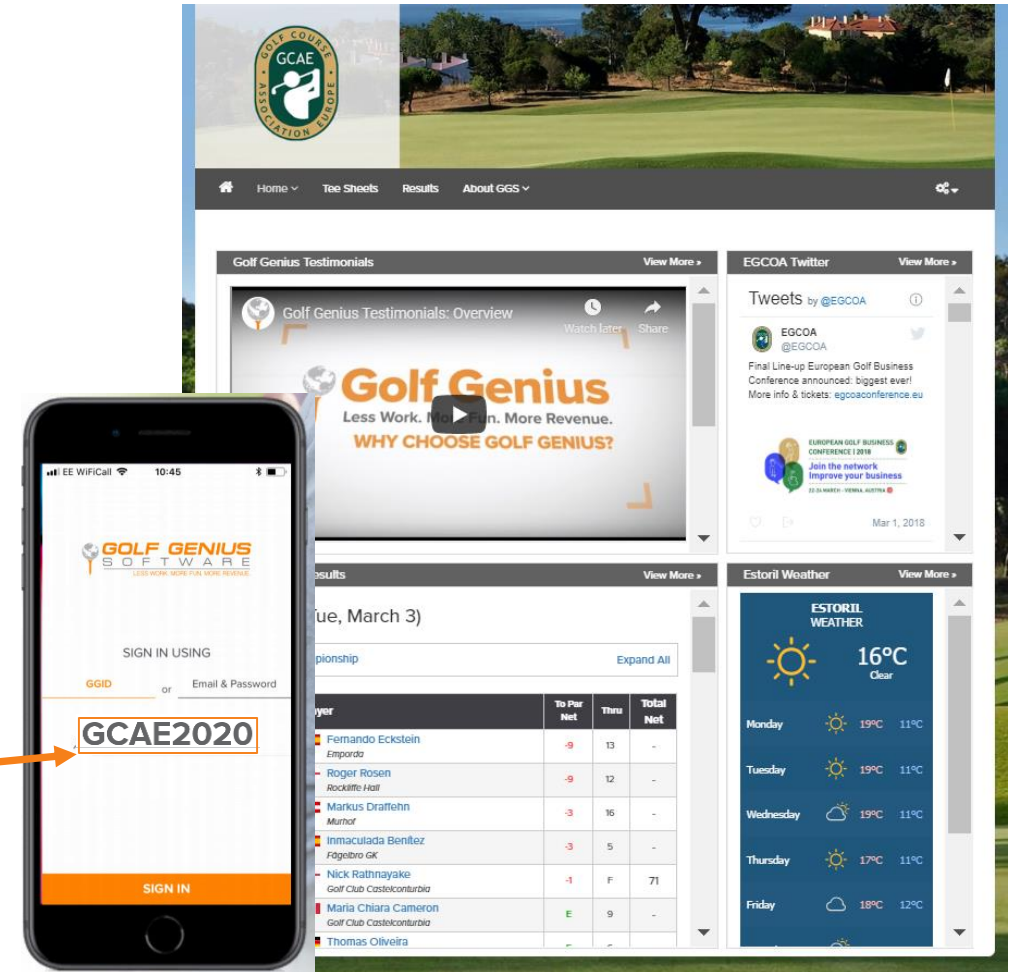
Post Round – Re Marketing

- **Event Follow**
- **Email / Social / Web**
- **Leader Boards**
- **Photo Boards**
- **Say Thanks,**
- **See You Soon!**



GCAE Golf Event – Estoril GC, 5/2/2020

- Pairs Scramble
- Stableford
- Stableford
- 12.30pm Shotgun
- gcae2020.golfgenius.com
- Tee Sheet Live!
- Download The App
- GGID – GCAE2020



The Genius Guide

✓ **Golf Guide – 10 Top Tips**

✓ **Full Brand Event Demo**

✓ **Craig Higgs**

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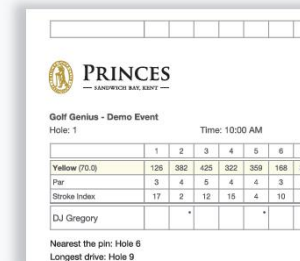
[e] craig@golfgenius.com

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YOUR NEXT GOLF EVENT WITH GOLF GENIUS

“ Using Golf Genius saves our staff an enormous amount of time and using the live scoring and leaderboards increases the excitement. I can confidently say that using the software is a must for clubs looking to save time managing a tournament. ”

Princes Golf Club



PRINCES — SANDWICH RAIL GOLF —									
Golf Genius - Demo Event									
Hole: 1 Time: 10:00 AM									
	1	2	3	4	5	6	7	8	9
Yellow (70.0)	125	382	425	322	359	168	368		
Par	3	4	5	4	4	3	4		
Stroke Index	17	2	12	16	4	10	5		
DJ Gregory		*		*		*			

Nearest the pin: Hole 6
Longest drive: Hole 9

TOP 10 TIPS

- 1** Decide Your Event Type
- Traditional or Interactive? What fits?
- 2** Plan The Event
- Build your ideal Event Template
- 3** Pre Register Players
- Promote Player Pre Enrolment - name, handicap etc.
- 4** Attract Sponsorship / Selling
- 5** Efficient Event Communication
- Create an Event Hub / Portal
- 6** Set up a Friendly Welcome / Registration
- First Impressions!
- 7** Make it Personal
- Personalise Event Materials
- 8** Play Something Different
- Make it More Fun
- 9** Reliable Leaderboards / Fast Results
- Accuracy with speed
- 10** Take Photos / Record Memories
- Send out via email post event



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DEMO www.golfgenius.com/ggid/freedemo

Thank You

www.golfgenius.com

