

Jeremy Dale's Confidential Guide to the perfect Corporate Golf Day



PART ONE

How to reduce the stress of organising your corporate golf day



It can come as a huge surprise to the uninitiated how much work is involved in running a golf event.

You may think it can be done easily and that you can pass it onto your PA or another staff member but if they do not play golf, it could take them away from their normal duties for longer than you expect and they may feel well out of their comfort zone!

This can create stress so here are some basic ideas to follow from the start.

Let's begin by finding a good venue.....



Golfers HATE losing too many golf balls.....choose a course your guests will enjoy!

This can be tricky. Going to a famous golf course that everyone wants to play is a good way to entice busy clients to attend but it must not be too difficult for them - if they lose lots of golf balls, or spend ages searching in thick rough then they'll come off the course frustrated and a well intentioned plan will have backfired!

The ideal golf day course is interesting and playable for ALL levels of golfer without being dull - that means wide fairways, minimal rough, exciting greens and scenic surroundings.

Flatter your guests – no one plays golf for punishment!

Your guests will enjoy the course and your day more if they score well. In fact, golfers always rate a course more highly if they have played well so take advantage of this trait by seeking out a forgiving golf course.....and don't play the back tees!

Famous golf architect Alister MacKenzie designed Augusta National and wrote that no one comes to play golf to be punished. Bunkers and hazards are there to make the game INTERESTING! He always recommended minimal thick rough and designed alternative routes for the more cautious or less skilled golfer.



Visit me at Heythrop Park to see what I mean!

My home course, Heythrop Park in Oxfordshire, has been set up in this exact way because we want your guests to have a great day and come back again because they had so much fun.....www.heythropparkgolf.co.uk

Visit Heythrop Park as my guest and I will show you EXACTLY what I mean! Call me on 07748307849 to book a visit.

Know your customers and have a game yourself!

This is the kind of course you want for a golf day, so do some research before you choose a venue. Play a round to find out what it is like and, of course, know your customers' levels of play before you make a decision.



Do we feel welcome here?

Golf clubs can be a bit intimidating so choose one at which your guests will be made welcome right from the moment they walk through the door.

Small details DO matter. Ask whether they host many golf days and if companies regularly come back the following year.

Go into the pro shop unannounced to see how they treat you, meet the clubhouse team who will be serving your guests and ask the club manager for references from past clients. Make them work for your business!

On your own or hire an event management company?

One great solution to finding a good venue and running a seamless event is to hire an expert golf event management company AND take their advice.

They will save you and your staff time (and therefore money) whilst also avoiding mistakes in the planning of the event.



Your golf day represents a big investment and on the day it makes more sense for you to concentrate on networking with your guests rather than worrying about the bacon rolls or who is late for their start time.

Please call me on 07748307849 if you would like a recommendation for a golf event management company in your area.

Making your guests INSTANTLY at home

On the day itself, unless you really don't want anyone to know your company is having a golf day, have a company branded sign by the entrance.

Your guests will drive through the gates and instantly know they are in the right place....and that they've got the right day!

Do the same at the front door and inside the clubhouse, so everyone knows where to go to find the welcome desk without having to think.

Needless to say, make sure you have enough staff on the desk – or again hire an event management company to ensure there are no snags – don't make your guests queue to check in at the start of the day!



Should you really play in the day yourself?

If you are running the golf day yourself for the first time or without the help of an event management company then you should carefully consider whether or not you actually play golf on the day.

If you do play, it is possible to feel over stretched and unable to concentrate on EITHER the golf or the organization.

If you want to speak to everyone and be available when there is a snag, then don't play but instead drive round the course in a buggy with some drinks and snacks. It will be less stressful, you can catch up with everyone and they will all be pleased to see you!

You can also fill in if someone is late – so you may end up getting on the course for nine holes anyway.



Plan for no-shows and latecomers

Don't spoil your guests' day by being a player short. It is awful to be a two or three ball in a field of four balls because it takes ages to play and you have no chance of competing equally with the other teams.

If you have extra staff who can play golf on hand then they can fill in if there are no-shows or if someone is late – this is something that will almost certainly happen so better to plan for it!

If you have a three ball in the field make sure they have the first start time – that way they won't be held up and will enjoy a quick round.

If everyone does turn up then the extra staff can still participate by taking drinks round for the groups and taking photos or videoing swings on their phones. All this can be posted on a website page afterwards to make the day live long in the memory.

Don't go mad on the prizes

Your clients should not be turning up with the sole intention to win a prize. If they are, then you have already learned something about them!

They should be there for enjoyment, business networking and some friendly competition....these are the priorities.

If the prizes are too significant the focus of the day can change and what was intended as a generous gesture can alter the atmosphere.

If you don't want to give golf equipment, a good bottle of champagne or red wine is great as a prize and will almost never be wrong!

Another nice prize is a return visit to the host golf club, ask for this to be included in the price or at least negotiate a discount so the perceived value of the prize is less than you actually paid.



Do buy from the club professional

If you do give golf equipment, avoid clothing or shoes because of sizing, style and colour issues and don't give a new driver to the guy who wins the longest drive – he already has one that works!

DO also buy from the club professional so that prizes can be exchanged. If you buy from him, he will have an interest in making sure the day goes well and will keep the shop open until everyone goes home!

In return for your business, ask if he will help you check the scorecards, which is a terrible job for the uninitiated! With his experience, he will be able to do it much more quickly and easily than you or your staff.



Live Scoring – bringing the event to life

It is also possible to bring your tournament to life by automating the scoring process with 'live scoring'. Everyone gets an iphone device to record the scores and can then also see the leaderboard during play and afterwards on a big screen in the clubhouse.

This saves lots of time for you at the end of play on the dreaded card checking and is much easier for the competitors too.

Please call me on 07748307849 if you would like a recommendation for a live scoring company in your area.

Thanks for reading part one.....the second part of this confidential guide will show you how to maximise the all important networking opportunities at your golf day.

It will arrive in your inbox soon!

Kind regards, Jeremy.

Jeremy Dale
2015 Villages Golf Entertainer of the Year
PGA Coach
After Dinner Speaker
BA Psychology (Sussex)
Trick Shot Legend

Delight your guests with the most entertaining hour in golf with Jeremy Dale and get great corporate golf day advice

Email Jeremy@jeremydale.com.....or call now for a (free!) no obligation chat about your day 07748 307849.

www.jeremydale.com

