

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



How to make this year's golf day the most entertaining event you have ever hosted



Client entertaining needs to be.....entertaining!!

If you host a company golf event, you want your guests to have a wonderful experience.....no matter how they play on the course.

You also want to excite them, get them talking to each other and make sure they remember their day out with you and your company.

You can achieve all these things that by making your golf day.....ENTERTAINING!

Make entertainment your priority

Make entertainment the priority from start to finish and don't be afraid to be different, from the choice of course, to the form of play, the event photos, the prize giving, the after dinner speaker, the charity auction and to the golf professionals you choose for a clinic or to play with your guests.

They all need to entertain so that your day is the one that everyone remembers and wants to attend next year.

So whether you want to breathe new life into an old format, or you are organizing a day for the first time, here is a list of tried and tested golf day ideas that will help you plan the most ENTERTAINING day you've ever hosted.



Entertain your guests with a professional pre round clinic – but DON'T get the pro to fix their swings!

It sounds like a great idea to give your guests a golf lesson with a PGA professional before they go to play.....but be careful!

An entertaining clinic is NOT just having a PGA professional walking the line on the driving range giving two minute golf lessons to everyone.



A clinic that will break the ice without ruining anyone's day!

Lessons on technique just before a round can backfire badly because there is not enough time for either coach or pupil to do the job properly. Almost certainly, someone will come back after the round and say that they played badly because the pro changed their grip, or swing or made them think too much.

A proper (and, you guessed it, entertaining!) clinic will be a group experience and will focus on ONE particular aspect of the game that CANNOT ruin anyone's day.

It might be that the course has really undulating greens, so green reading or chipping tactics would be a good topic.....or if it is windy, get the pro to talk about keeping the ball low into the wind and taking enough club to avoid falling short.

Instead of two minute individual lessons, make the clinic a SHARED experience that is also informative and humorous. Done well, the pre round clinic informs but also breaks the ice and gets your guests talking to each other.

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



DON'T make your guests 'beat the pro'! They want him (or her) on their side.....

It is a great idea to involve a golf professional in your day but try to be DIFFERENT with how you use him or her.

‘Beat the Pro’ competitions are unsatisfactory because neither side can really win.

If the professional beats all the amateurs (as he should) then the amateurs feel like they have not really had a fair chance. If the amateurs win too often then the professional’s reputation suffers and he feels he has added no value.

Much better is a collaborative approach where the professional is actually on the SAME SIDE as the team of amateurs and they can use his shot to play the hole.

Here are some examples...



Professional Long Driver....WOW!

Place the pro on a tough driving hole where perhaps there is a long carry over water. The pro hits just ONE (long!) drive after everyone else but ANYONE on the team can use the pro's drive to play the hole. This is especially good fun with a female professional – they hit a lot further than everyone thinks and will out drive the male amateurs almost every time.....and they will certainly be straighter!



Pro plays a par three with the group

The pro's score (or shots if it is a scramble format) can count for the team. Teams nearly always welcome some help – and the pro can also offer a quick lesson to anyone who is really struggling.

NB The pro will need a buggy for this – so he can get back to the tee for the next group without holding up play.



Trick Shot Challenge....looks easy....but isn't!!

If you have a professional trick shot artist booked for a show then put him on a tee so everyone can have a go at the high tee trick shot. It is great fun and much harder than it looks - when they make a mess of it (which they will!) the pro hits one shot that the WHOLE team can use to play the hole. If the amateurs have seen the show before play, they will all be curious and want to have a go – if the show is after play then it breaks the ice and everyone will be keen to get a drink from the bar and go to watch.

Video Commentary

Done well, a video of your golf day with an amusing commentary can be great fun and can be shown in the bar over drinks or on a big screen as part of the after dinner entertainment. Everyone likes to watch themselves hitting a shot or see amusing moments and interviews from the day. Importantly, it brings everyone together to chat and aids the networking process.

Trackman and video analysis

Golfers love to get a lesson and talk golf so giving them ideas about their technique (after the game!) is an excellent idea. A trackman expert can measure and film all the golfers on the course whilst stationed on a tee. After play, the pro can show the videos in the bar over drinks and discuss ideas with your clients. Post event, he will email each client a swing video and analysis – with your company logo on the email.

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How after dinner speakers, celebrities, comedians and trick shot artists can make your day.....

It is probably true to say that the one thing you don't have to worry about on a golf day is the golf! Everyone will enjoy that but you may feel that you need to do something else to make the day stand out.

At most golf days, when you arrive you meet your team, then you play with your team and then you have dinner with your team, leaving little time for group or SHARED activities until the prize giving at the end of the day.

It really matters what you do in addition to the golf to make the day fun, enjoyable and memorable. A good speaker, trick shot artist or entertainer can fill this gap and be the highlight of the day for EVERYONE.



Ask your speaker to engage with EVERYONE!

If you have a celebrity or sportsperson at your event, then they need to be part of the evening's entertainment.

DON'T hide them in a team and then allow them to go home before the dinner! I have seen this done and it always strikes me as a complete waste since they have only spent time with three of your guests.

Even if it means paying them a bit more, book them for an after dinner speech (or Q&A with an experienced MC if they are uncomfortable speakers) OR make them play one or two holes with each group so they meet EVERYONE!

Please call me on 07748307849 if you would like a recommendation for speakers or golf professionals in your area.



Golf day entertainment that engages, informs and entertains.....

Over the past 20 years, I have performed as a trick shot artist at thousands of golf events and in my experience the strategy that works best is one that allows your entertainer to meet and communicate with as many people as possible throughout the day.

A golf show or clinic with a famous golfer or coach is great entertainment to break the ice at the start of the day or with a cool drink after play but the On-Course activities add the personal touch and set up an after dinner speech and Q&A that really engages your clients and gives the group a really interesting SHARED experience.

It is a winning formula and ensures that you get the best from whomever you book as speaker, entertainer or golf professional for your event.

For full details of the Jeremy Dale Golf Show corporate golf day offer.....click this link..... <http://www.jeremydale.com/your-golf-day>



The Next Step.....

Thanks for reading. I hope you enjoyed the articles and that they will help you with your next golf day. Of course, you may want more ideas, suggestion and references so please email or phone 07748307849 today to arrange a no obligation call.

Kind regards, Jeremy.

Jeremy Dale
2015 Villages Golf Entertainer of the Year
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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.

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