

POSTING EVENTS

GET GOLF READY



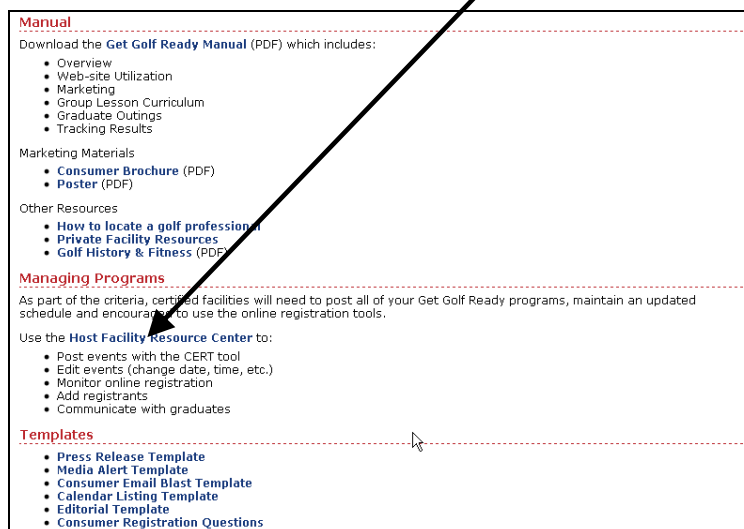
STEPS FOR POSTING EVENTS TO THE WEBSITE

One of the required criteria to being a certified Get Golf Ready facility is utilizing the official Web resources to manage your programs. Before your facility will show up on PlayGolfAmerica.com/GGR in the "Find a Program" search, you must have posted at least one scheduled event through this tool.

The following provides introductory instructions on utilizing basics functions of the "Host Facility Resource Center".

Accessing Get Golf Ready Website Resources

1. Go to www.PlayGolfAmerica.com/GGR and access the "Host Facility Info & Application" page.
2. Scroll down to "Managing Programs."
3. Click on "Host Facility Resource Center."



4. Enter your Get Golf Ready and/or PGALinks Login information.
5. Contact Joe Canny at JCanny@pgahq.com or call (561) 630-1705 if you need login user name/password assistance or have questions.

Posting and Promoting your Schedule of Get Golf Ready Events/Activities

1. Access the "Host Facility Resource Center"
2. In the Custom Event Registration Tool, click on "Add Events"

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Events

Choose the facility at which you want to schedule or view an Event:

PGA of America Nat'l Office

Schedule an Event

Click here to schedule an event. This will take you to an event information page where you can provide details of your programs, including skill level, program type, date/time and price. Make sure to review skill levels and program types.

You may add additional events throughout the year by following the same process.

Managing your events can also be done in this area. Using the links in the Action column, you can edit, copy or delete an event. Use the Edit action to change an event. Use the Copy action to create a new event using an existing event as a template. Use the Delete action to remove an event.

Note: if you intend to delete an event that has been promoted to the public, be sure to contact registrants in advance of deleting the event.

Program Name	Date Range	Currently Scheduled	Event Registration
Get Golf Ready	Year-Round	0	Add Events
June: Women's Golf Month	Jun. 1 - Jun. 30, 2009	0	Add Events
July: Family Golf Month	Jul. 1 - Jul. 31, 2009	0	Add Events
July 6-12: Take Your Daughter to the Course Week	Jul. 6 - Jul. 12, 2009	0	Add Events
July: Bring Your Kids to the Golf Range	Jul. 1 - Jul. 31, 2009	0	Add Events
Sept. 4-7: Patriot Golf Day	Sep. 4 - Sep. 7, 2009	0	Add Events

3. On the next screen select the type of activities you want to post, i.e. "Group Lessons" or "Graduate Outings"

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Schedule a "Get Golf Ready" Event

Get Golf Ready

Use this tool to promote your schedule of Get Golf Ready events:

- Complete one form per event
- Be sure to use this tool for all of your events. Use the links to come back and complete additional forms.
- Feel free to use the "Copy" function from the "Current Event List" on the Events page to register additional Group Lessons or Graduate Outings

Tell consumers exactly what they can expect during your events

Select program type to schedule a Get Golf Ready event:

- [Get Golf Ready Group Lesson \(series of 5 sessions\)](#)
- [Get Golf Ready Graduate Outings](#)

4. Select event type, and then enter the details in the required fields.

Get Golf Ready - Group Lesson Registration Form

All fields marked with an asterisk (*) are required

Facility: PGA of America Nat'l Office

Program Format: Group Lessons/Clinics/Schools

Market Niche: Get Golf Ready

Event Name: Get Golf Ready - Group Lesson

*Event Description: Series of 5 group lessons for one price. Each with a fun, on-course activity. Held every Friday night.

*Event Price: \$ 99 per person (0 = FREE)

Max Registrants: 0 (Event becomes 'Sold Out' at this number.)

*Start Date: 05/01/2009

*End Date: 05/29/2009

*Start Time: 6:30 PM

End Time: 8:00 PM

Allow Online Registration?: Yes No

Show to Consumers?: Yes No

Schedule Event

DETAILS ON:
Event description, price, dates, times, etc.

SUGGESTED EVENT DETAILS:

Hints to complete this form:

1. Complete one form per each 5 session package
2. Edit the "Event Description" to best tell about your program
3. Let consumers know if there is a regular schedule (i.e. every Tuesday) by adding to the "Event Description"
4. "Price" is flexible
5. This is currently set up to accept on-line consumer registrations
6. Use the "Copy" function from the "Current Event List" on the Events page to schedule additional Group Lesson series

OPTIONAL:
On-line Registration?
Show to public?

5. Click on "Schedule Event"

Copying, Editing and Deleting Scheduled Events/Activities

1. Copying Events: When scheduling multiple events that are similar, i.e. different "Group Lessons" or "Graduate Outings" sessions, use the "**Copy**" function as a quick solution for entering details.
 - a. Access the "**Host Facility Resource Center**". Scroll below the "CERT" under the "**Current Event List**" and find the event you want to copy.

Program Name	Date Range	Currently Scheduled	Event Registration
Get Golf Ready	Year-Round	1	Add Events
June: Womens Golf Month	Jun. 1 - Jun. 30, 2009	0	Add Events
July: Family Golf Month	Jul. 1 - Jul. 31, 2009	0	Add Events
July 6-12: Take Your Daughter to the Course Week	Jul. 6 - Jul. 12, 2009	0	Add Events
July: Bring Your Kids to the Golf Range	Jul. 1 - Jul. 31, 2009	0	Add Events
Sept. 4-7: Patriot Golf Day	Sep. 4 - Sep. 7, 2009	0	Add Events

Sort Options: [Date] Filter Options: [View Current Events] [Schedule an Event]

Event Name	Market Niche	Start Date	End Date	Active?	# of Reg.	Action
Get Golf Ready - Group Lesson	Get Golf Ready	05/01/2009	05/29/2009	Yes	0	Roster Summary Edit Copy Delete

- b. Click on the "**Copy**" function
 - c. Edit any information that is unique to this new event (different start date, different time, etc.) and click on "**Save Event**"
 - d. A new event will be added under the "**Current Event List**" and on GetGolfReady.com.
2. Editing Events: If details change after scheduling an event, use the "**Edit**" function, similar to the steps for "**Copy**" above and update the details. After using the "**Edit**" function, the original event details will be updated.
3. Deleting Events: Similar to the "**Copy**" and "**Edit**" functions above, current events can be removed using the "**Delete**" function.

Another option to remove an event from being shown to the public is to use the "**Edit**" function and select "**No**" in the "**Show to Consumer**" option.

*Start Time:	6	30	PM
*End Time:	8	00	PM
Allow Online Registration?:	<input checked="" type="radio"/> Yes	<input type="radio"/> No	
Show to Consumers?:	<input type="radio"/> Yes	<input checked="" type="radio"/> No	

Student Registrations

1. Get Golf Ready facilities are to use the on-line resources to register and maintain a database of students.
2. It is recommended to **"Allow Online Registration"**, thus enabling students to register for events anytime without the need to call the golf shop.
3. Student registration can be tracked and monitored on the **"Host Facility Resource Center"** within the details under the **"Current Event List"**.

Play Golf America Featured Programs Custom Event Registration Tools (CERT)			
Program Name	Date Range	Currently Scheduled	Event Registration
Get Golf Ready	Year-Round	1	Add Events
June: Women's Golf Month	Jun. 1 - Jun. 30, 2009	0	Add Events
July: Family Golf Month	Jul. 1 - Jul. 31, 2009	0	Add Events
July 6-12: Take Your Daughter to the Course Week	Jul. 6 - Jul. 12, 2009	0	Add Events
July: Bring Your Kids to the Golf Range	Jul. 1 - Jul. 31, 2009	0	Add Events
Sept. 4-7: Patriot Golf Day	Sep. 4 - Sep. 7, 2009	0	Add Events

Sort Options: Filter Options:

Current Event List						
Event Name	Market Niche	Start Date	End Date	Active?	# of Reg.	Action
Get Golf Ready - Group Lesson	Get Golf Ready	05/01/2009	05/29/2009	Yes	5	Roster Summary Edit Copy Delete

4. To see a list of students, click on the **"Roster"** function.
5. The **"Roster"** page allows manual entering of registrations by clicking either:
 - a. **"Register a New Customer"** that will require the entering of the exact same data that is asked on the hard-copy registration templates.
 - b. **"Add Existing Customers to this Event"** allows the option to register previous students into a current event.

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Event Roster

Choose the facility for which you'd like to view the event roster:

From here you may view information on individual participants, and all the classes they have registered for by clicking on their name. You may also add or remove them, or change an event for which they are registered. They may also be archived, which removes them from the current list, but saves their information for future tracking use.

You also have the ability to either contact each participant individually, or as a group by email. This is good to easily alert them of program changes that might occur.

Return to [Event Listings](#)

Choose the class that you wish to view:

Event Roster					
First Name	Last Name	Site Reg. Date	Email	Phone	Action
Slade	Eastham	6/3/2005	sestham@pgaahq.com	561-624-7662	Edit Unregister
Michael	Abramowitz	5/31/2005	maabramowitz@pgaahq.com	561-624-8458	Edit Unregister
Kathy	Stepanek	6/29/2005	kstepanekts@yahoo.com	937-305-6681	Edit Unregister
Josie	Artymovich	5/22/2008	josie_artymovich@ewgga.com	586-212-8764	Edit Unregister
Amanda	Broadway	3/19/2008	amandabroadway@yahoo.com	561-624-7691	Edit Unregister

Communicating with Students

1. From the “**Event Roster**”, click on the “**Contact Registrants**” function.
2. There are a couple of options to contact students from an event. After the check box(s) next to the consumers’ names, click on:
 - a. “**Send Email**”
 - b. “**Mailing Labels**”
3. To communicate and review your entire database of students, click on the “**Consumers**” tab on the main menu tab, then click on “**Registrants**”.

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Contact Registrants

Use this page to select Registrants of an event as recipients of an email (or direct mail) communication, such as a notice about changes to the event. Choose the sort and filtering options you prefer, then select the Registrants you want and click either the Send Email button or the Mailing Labels button. For mailing labels, also provide an email address where you want the labels sent.

Sort Options: Last Name | Filter Options: No filtering

Send Email | Mailing Labels | Email To:

5 Registrants					Last Registered Event		
<input checked="" type="checkbox"/> Select All	Name	Active	M/F	Age	Event Type	Event Name	Event Date
<input checked="" type="checkbox"/> Select	Michael Abramowitz	1	M	41	Group Lessons/Clinics/Schools	Get Golf Ready - Group Lesson	5/1/2009
<input checked="" type="checkbox"/> Select	Slade Eastham	1	M		Group Lessons/Clinics/Schools	Get Golf Ready - Group Lesson	5/1/2009
<input checked="" type="checkbox"/> Select	Kathy Stepanek	1	F	40	Group Lessons/Clinics/Schools	Get Golf Ready - Group Lesson	5/1/2009
<input checked="" type="checkbox"/> Select	Amanda Broadway	1	F	29	Group Lessons/Clinics/Schools	Get Golf Ready - Group Lesson	5/1/2009
<input checked="" type="checkbox"/> Select	Josie Artymovich	1	F	24	Group Lessons/Clinics/Schools	Get Golf Ready - Group Lesson	5/1/2009