



## Get Golf Ready

# Web Site Utilization: Managing Programs

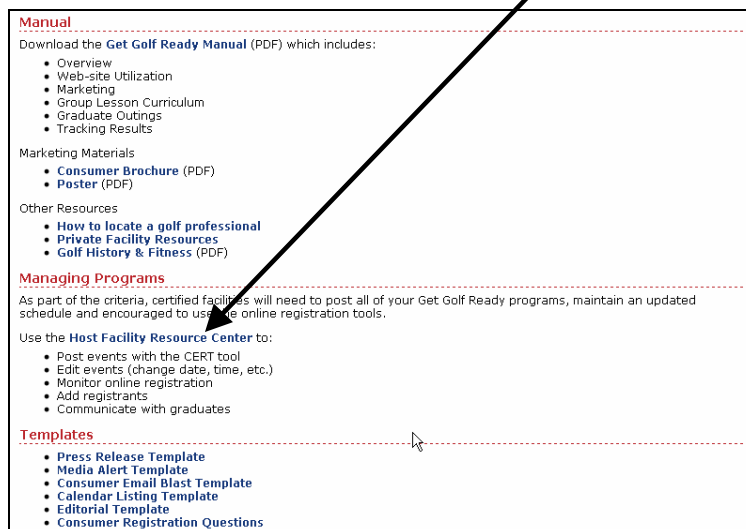
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One of the required criteria to being a certified Get Golf Ready facility is utilizing the official Web resources to manage your programs. Before your facility will show on PlayGolfAmerica.com/GGR as a certified facility, at least one scheduled event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

The following provides introductory instructions on utilizing basic functions of the “Host Facility Resource Center.”

### Accessing Get Golf Ready Web Site Resources

1. Go to 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 Le Ann Finger at [lfinger@pgahq.com](mailto:lfinger@pgahq.com) or call 561-624-7628 if you need login user/password assistance or have questions.

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

1. Access the “**Host Facility Resource Center**” and click on “**Event Registration.**”
2. If applicable, select your facility from the drop down list.
3. In the Custom Event Registration Tool, click on “**Add Events.**”

4. On the next screen, select the type of activities you want to post, i.e. “**Group Lessons**” or “**Graduate Outings.**”

5. Enter the event details in the required fields.

6. 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**” and click on “**Event Registration.**”
  - b. Scroll below the “CERT” section to the “**Current Event List**” and find the event you want to copy.

Play Golf America Featured Programs Custom Event Registration Tools (CERT)			
Program Name	Date Range	Currently Scheduled	Event Registration
<a href="#">Get Golf Ready</a>	Jan. 1 - Dec. 31, 2010	1	<a href="#">Add Events</a>
<a href="#">American Express Women's Golf Month</a>	Jan. 1 - Dec. 31, 2010	0	<a href="#">Add Events</a>
<a href="#">Family Golf Month</a>	Jul. 1 - Jul. 31, 2010	0	<a href="#">Add Events</a>
<a href="#">Take Your Daughter to the Course Week</a>	Jul. 5 - Jul. 11, 2010	0	<a href="#">Add Events</a>
<a href="#">Bring Your Kids to the Golf Range</a>	Jul. 1 - Jul. 31, 2010	0	<a href="#">Add Events</a>
<a href="#">Patriot Golf Day</a>	Sep. 3 - Sep. 6, 2010	0	<a href="#">Add Events</a>

Filter Options:  
 View Current Events

Hint: To sort, click on the column headings. Click again to change the direction.  
 To sort on multiple columns hold down the "Shift" key and click on the column headers.

Current Event List							
Event Name	Market Niche	Start Date	End Date	Active?	# of Reg.	Registrants	Events
Get Golf Ready - Group Lesson	Get Golf Ready	06/05/2010	06/19/2010	Yes	6	<a href="#">Add</a>   <a href="#">Roster</a>   <a href="#">Recap</a>   <a href="#">Edit</a>   <a href="#">Copy</a>   <a href="#">Delete</a>	

- c. Click on the “**Copy**” function.
  - d. Edit any information that is unique to this new event (different start date, different time, etc.) and click on “**Save Event.**”
  - e. A new event will be added under the “**Current Event List**” and on PlayGolfAmerica.com/GGR.
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 that do not have registrants can be removed using the “**Delete**” function.

For an event that has registrants, it is best to remove that event from being shown to the public by using the “**Edit**” link and selecting “**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. When posting an event, 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
<a href="#">Get Golf Ready</a>	Jan. 1 - Dec. 31, 2010	1	<a href="#">Add Events</a>
<a href="#">American Express Women's Golf Month</a>	Jan. 1 - Dec. 31, 2010	0	<a href="#">Add Events</a>
<a href="#">Family Golf Month</a>	Jul. 1 - Jul. 31, 2010	0	<a href="#">Add Events</a>
<a href="#">Take Your Daughter to the Course Week</a>	Jul. 5 - Jul. 11, 2010	0	<a href="#">Add Events</a>
<a href="#">Bring Your Kids to the Golf Range</a>	Jul. 1 - Jul. 31, 2010	0	<a href="#">Add Events</a>
<a href="#">Patriot Golf Day</a>	Sep. 3 - Sep. 5, 2010	0	<a href="#">Add Events</a>

Filter Options:

Hint: To sort, click on the column headings. Click again to change the direction.  
 To sort on multiple columns hold down the "Shift" key and click on the column headers.

Current Event List						
Event Name	Market Niche	Start Date	End Date	Active?	# of Reg.	Registrants
Get Golf Ready - Group Lesson	Get Golf Ready	06/05/2010	06/19/2010	Yes	6	<a href="#">Add Roster</a>   <a href="#">Recap</a>   <a href="#">Edit</a>   <a href="#">Copy</a>   <a href="#">Delete</a>

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”** provides the option to register new students for a current or past event.
  - b. **“Add Existing Customers to this Event”** provides the option to register previous students into a current or past event.

Home | Facility Info | Events | Consumers | Best Practices | Resources

### 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
Slide	Eastham	6/3/2005	sestham@pgaahq.com	561-624-7662	<a href="#">Edit</a>   <a href="#">Unregister</a>
Michael	Abramowitz	5/31/2005	mabramowitz@pgaahq.com	561-624-8458	<a href="#">Edit</a>   <a href="#">Unregister</a>
Kathy	Stepanek	6/29/2005	kstepanek@yahoo.com	937-305-6681	<a href="#">Edit</a>   <a href="#">Unregister</a>
Josie	Artymovich	5/22/2008	josie_artymovich@evga.com	566-212-8764	<a href="#">Edit</a>   <a href="#">Unregister</a>
Amanda	Broadway	3/19/2008	amandabroadway@yahoo.com	561-624-7691	<a href="#">Edit</a>   <a href="#">Unregister</a>

## Quick Entry Registration

To make it easier for Professionals to enter multiple students into the event database, we have streamlined the process into what we refer to as Quick Entry.

1. Fill in the three required fields: First Name, Last Name and E-mail.

The screenshot shows the 'Add a Registrant' form. At the top, there is a blue header with 'Add a Registrant' and a link 'Back to Events'. Below the header is a section titled 'Registrant Info' with a note: 'All fields marked with an asterisk (\*) are required'. The form contains the following fields: \*First Name, Middle Initial, \*Last Name, \*E-mail, Wants E-mail Contact? (Yes/No radio buttons), Birth Year (with '(i.e. 1974)' hint), Gender (Male/Female radio buttons), Phone Number (with hyphens), Address, City, State (dropdown menu), and Zip Code. At the bottom are 'Submit' and 'Enter Profile Data' buttons. A red 'Notes' box on the right contains instructions: 'Use this page to add a new Registrant to your customer database. When you submit this form, the system will check to make sure that this Registrant does not already exist in the database (using First Name, Last Name and E-mail Address). If you want to Register an existing customer for an event click here, then click the "Events" action for the desired Registrant, and click "Add an Event".' Two arrows point from the 'Submit' button to step 2 and from the 'Back to Events' link to step 3.

2. Click the **“Submit”** button to return to this form to enter another student.
3. Once you have entered all students for a particular event, you may click on the **“Back to Events”** link to return to the list of events.

## Full Profile Entry

Ideally, we would like to have a complete profile on each student; therefore, you still have the option of entering the same data that is asked for on the hard-copy registration templates.

1. Fill in as much contact and demographic information as possible

This screenshot is identical to the one above, showing the 'Add a Registrant' form. A single arrow points from the 'Enter Profile Data' button to step 2.

2. Click the **“Enter Profile Data”** button.

3. Fill in as much profile information as possible.
4. Click the **“Update”** button to return to this form to enter another student.
5. Once you have entered all students for a particular event, you may click on the **“Back to Events”** link to return to the list of events.

Note: There are multiple ways to access the Registrant Info form, and in each instance, the Quick Entry option is available.

## Communicating with Students

1. From the **“Event Roster”**, click on the **“Contact Registrants”** button.
2. There are a couple of options to contact students from an event. After clicking on the check box(s) next to the consumers’ names that you want to contact, click on:
  - a. **“Send E-mail”**
  - b. **“Mailing Labels”** (Enter your e-mail address prior to clicking **“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.”**

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	