



## **Kanda Golf Marketing Services**

### **Menu of Presentation Subjects**

#### **Overview:**

Kanda Golf provides services principally in the field of revenue generation for golf clubs. Presentations and educational activity focus on how a golf club can be more successful in their marketing activities, attract and retain more club members and generate revenue from members, visitors, events, sponsorship, retail and other areas of operation.

The subjects listed below can be delivered in the following formats:

- Short and concise conference presentations, from 20 minutes to 90 minutes long as required to fit into the conference programme
- Seminar presentations from 45 to 90 minutes long
- Interactive educational workshops from 90 minutes long to 2 days in length, covering subjects in depth and/or multiple subjects

#### **Please Note:**

- Depending on the time available, the presentation can cover any one of the subjects below, or two subjects can be combined if time permits
- Mix and match several of the subjects below into a programme to suit your delegates
- A personalised presentation can be created for your specific audience to address a particular problem or challenge

#### **Golf Management**

- **Revenue Generation for Golf Clubs:**  
*Are you maximising every possible source of revenue at your club? What options are there? How can I secure new revenue streams for my club? This session provides a long list of ideas and suggestions for revenue generation and tips as to how you can go about securing this for your club.*
- **Profitable Golf Club Management:**  
*Revenue generation and cost control are essential to ensure your club makes a profit or surplus. This session covers both subjects and suggests ways in which your club can increase profitability.*
- **Golf Club Finances for Non-Financial Managers:**  
*This session is a walk-through of club accounting, for both commercially-owned and not-for-profit clubs. Explaining terminology and accounting procedures in layman's language, helping you better understand where clubs make and spend money.*



- **Successful Golf Club Business Models:**  
*Private or Semi-Private club models, golf resorts, pay-and-play courses – what are the differences and which models are the most successful across Europe? This session gives owners and operators a good idea of the factors that affect success for various types of golf facility business models*
- **Selling a Capital Project to your Committee/Owner**  
*Particularly relevant for club managers and/or course managers, this presentation gives practical ideas and techniques to help you convince the decision-makers why they should make a capital investment.*

## **Golf Marketing**

- **Club Membership Marketing**  
*Why do golfers join clubs? Why do they leave clubs? This session discuss all the techniques to attract and retain golf club members, including the subject of 'flexible' membership.*
- **Selling the Intangible Benefits of Golf Club Membership**  
*Golfers frequently join clubs for reasons such as prestige, status, social and business enhancement, all 'intangible' benefits of club membership. How can club managers define these extremely valuable benefits of membership at their club and use these to sell more memberships?*
- **Marketing your Golf Club to Visitors**  
*This session gives insight into how a club can maximise revenue from green fee paying visitors, as individuals, groups and corporate events. This session covers defining and delivering the 'visitor experience' and subjects such as 'yield', 'occupancy' and tee-sheet management.*
- **Marketing your Golf Resort to Tourists**  
*Understanding the market for golf tourism and how destinations have become successful in attracting golfers. Whether you own or operate a golf resort hotel, or a golf course in a tourism destination, or you would like to increase tourist traffic to your facility, this session is for you.*
- **Flexible Membership – The do's and don'ts**  
*This is a detailed session on all aspects of 'flexible' membership, packed full of case studies of golf clubs that have increased their business as a result of this modern approach to club membership. The session also includes ideas and solutions for making the change from a 'traditional' membership model to a 'flexible' scheme without affecting the revenue currently generated and pricing strategies.*
- **Promoting golf in an emerging market**  
*Are you owning or operating a golf club in an emerging market? Is golf a new experience for your community? This session is packed full of useful examples of programmes that have worked all over the world to promote golf to a new audience of all ages – and generate revenue for your club along the way!*
- **Marketing Communications for Golf Clubs**  
*Websites, newsletters, social media and traditional communications methods are complex and potentially confusing for many managers. This session gives clear and simple explanations of all the various communications choices available to club managers to promote their golf club to all types of existing and potential customers.*
- **Social Media for the non-Tweeting Generation**  
*Is the technological world of Twitter, Instagram, Flickr, Facebook, LinkedIn and everything else just too confusing and crowded for you? This session cuts through the jargon and simplifies the various options available to club managers from a different generation!*
- **Communicating the Value of Golf Club Membership**  
*How does a customer define 'value for money' when they consider joining a club, renewing their membership or deciding where to play as a visitor? How can you, as golf club manager, owner or operator, better communicate the value that you offer members and visitors? This session will provide the answers.*



- **Direct and Digital Marketing for Golf Clubs**  
*There are literally hundreds of ways in which a golf club can improve their marketing, and 'direct' and 'digital' marketing techniques are the most popular. This session focuses on these two marketing methods, with examples and case studies to take away.*

## **Golf Industry Issues**

- **Reversing the trend towards Nomadic Golf**  
*Is the golfer preferring to be a nomad, or are clubs making this happen? Can the trend in recent years be turned around? What are the possible consequences of this trend if the golf industry allows it to continue? What action can be taken by club managers, golf professionals and golfing organisations to stop this trend and move golfers back into club membership?*
- **Change or Die**  
*Encouraging and managing change at a golf club can sometimes be very challenging, as golfers resist changes and prefer to keep the status quo. What is the likely consequence for clubs that do not change? When is it OK to keep traditional behaviour at a club and when is it essential that old habits must be discarded? What is the difference between a tradition and a bad habit at a golf club?*
- **The UK Golf Business – Factors that are limiting growth**  
*What are the true measurements of growth in the golf industry – participants, rounds, courses? What are the factors preventing growth, or holding the game back from growth? With a high number of tour players from the UK in the top50 of the World Rankings, surely the game should be on an all-time high?*
- **A Personal Overview of the European Golf Industry**  
*After 30 years of working in the golf business, this is a personal view of the industry, with a light-hearted look at all of the various golf organisations, their roles, responsibilities and their relationships with each other. If you are confused by all of the various golf organisations out there, this will give some clarity and insight.*
- **Is your Golf Club Ready for the Future?**  
*What will the golf club in 50 years' time look like? How can you make sure your club changes and adapts to the needs of your future customers?*

## **Customer Service**

- **A Complaint is a Gift**  
*One of the most important aspects of customer service is frequently forgotten – how staff should handle complaints from members and visitors. What should a complaints procedure look like? How can a club teach all customer-facing staff and management how to react when the customer is unhappy? How can you turn a negative experience into a positive one for both the customer and the club? This session provides the answers.*

## **Sales**

- **Sales Techniques for Golf Managers**  
*This vital function is frequently overlooked in golf clubs – the assumption is that we all know how to sell. In reality, we know how to take an order, but to actually convince a customer to make a purchase decision, which in clubs can sometimes be a significant financial commitment, is a skill that can be learned and perfected. This session will cover the top 20 proven sales techniques, with practical tips on how and when to use each of them.*
- **Managing the Sales Process at your Golf Club**  
*As the manager, monitoring the sales performance of your team is a vital function, so you can answer the standard questions from the Committee/Owner/Members – “How are we doing?”....“Will we finish the year better or worse than budget?” This session covers simple and practical solutions to setting targets for team members, incentivising team members and monitoring performance against these targets.*



### **Career and Professional Development**

- **Moving into Management**  
*This session is designed for golf professionals, greenkeepers, hospitality managers, students and all aspiring managers, as it offers practical advice and guidance on how to prepare yourself for a senior management position at a golf club.*
  
- **Networking to Your Advantage**  
*You are always meeting people in this industry, and this session will show you how to make the most of your attendance at conferences, exhibitions and other golf industry events.*
  
- **How to Get the Job, Keep the Job and Make More Money**  
*It sounds simple, doesn't it? But the reality is very different. In this session, we will cover writing job application letters, preparing your CV, attending interviews and how to out-perform your fellow applicants and win the job you want. We also cover how to keep your job, make you an invaluable member of the team and one that maximising your earning potential.*

### **Personal Case Studies**

- **Nad Al Sheba Club, Dubai**  
*The story of 5 years at the helm of one of the world's busiest golf clubs. How was the club affected by 9/11 and how did the management team turn the business around to become one of the most profitable clubs in the Middle East.*
  
- **Club Managers Association of Europe**  
*The story of the 7 year journey to take a small organisation with hardly any money from a vision into an influential organisation in the European golf and club industry.*

***Presentations on all aspects of marketing in the golf industry can be personalised to your members/delegates, to address specific challenges that you may be facing today, or have to overcome in the near future.***

*Please note that all my presentations are my own personal views and opinions, based on relevant published research and over 30 years' experience in the golf industry in United Kingdom, Europe and the Middle East.*

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