



THE YORKSHIRE UNION OF GOLF CLUBS
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ANNUAL MEETING OF THE COUNCIL 2018
PANNAL GOLF CLUB – WEDNESDAY 21st MARCH 2018
GOLF SEMINAR OPEN TO ALL YORKSHIRE CLUB MEMBERS
(Coffee 10.00 – Seminar 10.30)
PROGRAMME

An event not to be missed if you want your golf club to thrive and not just survive!

Successful golf clubs continually seek to develop their businesses, bring more players into the game and increase membership recruitment and retention.

To maximise your club's potential and get the most benefit from any initiatives you launch, it is important to have a sound business plan and consider all the essential aspects of a successful business such as marketing, understanding your customers, strategic planning and professional management support.

The theme of our ACM Seminar is to help key club officials develop their understanding of how to approach business development and drive revenue. Our main speaker will be **Jane Carter of Golf Unlimited**. Jane was formerly the editor of Golf Monthly and has 25 years' experience of working in the golf market, most recently supporting over 400 clubs in their marketing activity. In 2016/17 Jane delivered the very well received Business Growth Forums for England Golf and those who attended the forums were lavish in their praise of the quality of the advice and ideas put forward.

10.30—11.45: - Why some golf clubs thrive- and others just survive!

12 noon- 1 p.m.- Why should golfers bother to buy from you?

Clubs may send up to 3 delegates and we would suggest that you particularly invite members of your executive who are interested or involved in planning for the future, member recruitment and marketing.

All attendees at the Seminar and the following Annual Council Meeting at 14.00. are cordially invited to be the guests of the Yorkshire Union of Golf Clubs at a Buffet Luncheon at Pannal Golf Club at 1 p.m.

In order to assist the Caterer, please detach and return the slip below to The Secretary, YUGC, 33 George Street, Wakefield WF1 1LX. or alternatively reply by Email: secretary@yugc.co.uk.

..... members of Golf Club will be attending the Seminar and ACM of the YUGC on 21st March 2018 at Pannal Golf Club.