



OREGON CHAPTER PGA

“Driving Revenue at Your Facility / Club in 2018 Through Consumer Engagement”

February 8-9, 2018 | Hatfield-Dowlin Complex
UNIVERSITY OF OREGON



Ted Eleftheriou, PGA
Player Development Manager
PGA of America



Monte Koch, PGA
Career Consultant
PGA of America



Branden Thompson, PGA
Regional League Manager
PNW & Rocky Mnt. Sections

The OPGA is looking for the best of the best to attend a two day PGA Revenue Workshop at the University of Oregon. This education is open to PGA Members & Apprentices, LPGA Members & Apprentices as well as non-affiliated golf industry professionals. This will be an intense, interactive, and engaging workshop designed for those who are ready to stand apart from their peers and have a real and lasting impact on the growth of the game of golf. The PGA of America’s Player Development Manager, Ted Eleftheriou, Monte Koch, PGA and Branden Thompson, PGA will be on hand to facilitate attendees through this "bottom-line building" workshop.

Agenda includes:

1. Evaluating and challenging long-held assumptions regarding the importance of player development and consumer engagement, focusing in on the consumer’s motivations and the role of the PGA Professional at any facility to drive more rounds and revenue through customer activation, retention and acquisition.
2. A review of applicable marketing principles and marketing tactics; participating PGA professionals and invited guests will walk away with a deeper understanding of how they can inspire, engage, convert and retain customers/members no matter where they are as a golfer, or their ability or position in golf.
3. Based on a complete understanding of the golf consumer, the workshop will lead professionals and invited golf industry guests into the true meaning and revenue-driving purpose for structured player development programming. All segments of the golfer population will be addressed, but specific emphasis will be made on engaging recreational players and the “nearly lapsed player.”
4. An introduction to quantifying and measuring the financial and facility impact of your player development activities by understanding the key revenue drivers and utilizing the Revenue Scorecard.

SCHEDULE OF EVENTS

Thursday 2/8

DRESS CODE: Golf Attire

7:30—8:00 AM

Breakfast

8:00—12:00 PM

Ted Eleftheriou, PGA of America / Monte Koch, PGA Career Consultant / Branden Thompson, PGA Regional League Manager

12:00—1:00 PM

LUNCH

1:00—5:00 PM

Ted Eleftheriou, PGA of America / Monte Koch, PGA Career Consultant / Branden Thompson, PGA Regional League Manager

7:00pm

Optional Basketball Game—Oregon vs. Washington
Additional \$15 if attending

Friday 2/9

DRESS CODE: Business Casual

7:30—8:00 AM

Breakfast

8:00—12:00 PM

Ted Eleftheriou, PGA of America / Monte Koch, PGA Career Consultant / Branden Thompson, PGA Regional League Manager

12:00—1:00 PM

LUNCH

1:00—5:00 PM

Ted Eleftheriou, PGA of America / Monte Koch, PGA Career Consultant / Branden Thompson, PGA Regional League Manager

16 PGA MSR’s / 1 AMP Education Credit

TWO DAY WORKSHOP ONLY \$100—Includes 16 Hours of PGA Education Workshop, Breakfast and Lunch daily.