

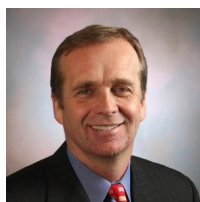
OREGON CHAPTER PGA

“Driving Revenue at Your Facility / Club in 2017 Through Consumer Engagement”

February 16-17, 2017 | Hatfield-Dowlin Complex
University of Oregon



Mike O'Donnell
Sr. Director of Player Development
PGA of America



Declan Bolger
Vice President, Club Services
Major League Soccer



Monte Koch
Player Development Manager
PNWPGA Section

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 Senior Director of Player Development, Mike O'Donnell, Monte Koch, PGA and Declan Bolger, MLS 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 2/16 Casual Golf Attire	
7:30—8:00 AM	Breakfast
8:00—12:00 PM	Mike O'Donnell, PGA of America / Monte Koch, Player Development Regional Manager / Coach PNWPGA Section for the PGA of America
12:00—1:00 PM	LUNCH
1:00—5:00 PM	Mike O'Donnell, PGA of America / Monte Koch, Player Development Regional Manager / Coach PNWPGA Section for the PGA of America
6:00pm	Basketball Game—Oregon vs. Utah / This is optional and will be an additional \$15 if attended
Friday 2/17 Casual Golf Attire	
7:30—8:00 AM	Breakfast
8:00—12:00 PM	Mike O'Donnell, PGA of America / Monte Koch, Player Development Regional Manager / Coach PNWPGA Section for the PGA of America
12:00—1:00 PM	LUNCH
1:00—5:00 PM	Mike O'Donnell, PGA of America / Declan Bolger, Major League Soccer / Monte Koch, Player Development Regional Manager / Coach PNWPGA Section for the PGA of America

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

MSR's Earned:

PGA Education

Other non-PGA Education