



A Checklist for Company Golf Events: “10 Essential Questions to Ask Yourself”!

MGT OPEN understands how important corporate events are to you, your clients, and your employees! Therefore, we customize each event to your exact requirements. We believe our experience in Corporate Business Golf Planning will enhance your ideas, accomplish your objectives, provide you free time to enjoy the event, and help you exceed everyone's expectations!

Following is a “Checklist of 10 Essential Questions” you should ask yourself before planning a Corporate Business Golf Event for your company:

1. What about the venue? Germany, the U.K., Ireland, Portugal, Spain, France, Italy, South Africa, Dubai, Egypt, the U.S.A., Japan, China?...whatever your location or desired destination...MGT OPEN can undertake a venue search, complete a site inspection, and recommend the best options for your Business Golf event. We can coordinate all the flight arrangements, meet your guests on arrival, and supervise private transfers to the golf destination or hotel. We take great attention to detail in all aspects of the trip plans including: airport reception; welcome cocktail parties; personalized champagne and flowers in the hotel rooms; lunches, dinners and entertainment. In addition, from the very outset of the event, social activities for the non-golfers (wives/partners) must also be considered (see #7 below).

2. How should I budget for the event? MGT OPEN can prepare for you an initial budget taking into account travel, flights, accommodation, green fees, catering, prizes, etc. We can also undertake full budget control, on your request, to assure there are no cost over-runs. After all, this is “Business” Golf, and going over budget is simply NOT good business!

3. What administration is involved? The administrative tasks, such as monitoring the invitations, preparation of all correspondence (welcome letters, draw sheets, itineraries, maps, etc.) and the mailing to all participants can be very time-consuming. However, these initial tasks have to be accomplished in a thorough and a creative “break-through” manner! These first steps are crucial in creating favourable first perceptions & impressions of what your event will be like and thus assure greater participation in the event itself!

4. What prizes, products, and memorabilia should I purchase? MGT OPEN can offer an extensive range of personalised items including prestigious clothing, umbrellas, awards, trophies, incentives, etc. Our goal is to offer items that do not become “dust collectors” somewhere in the basement or, like golf balls that “get lost the very next day” at the bottom of a water-hazard! The items we choose have a useful “business” purpose. Ideally, these items will be proudly displayed in an office and be used in post-tournament business activities.



5. How do I manage my activities on the Business Golf Day? On the “BIG Day” you need the freedom to host your clients or employees. MGT OPEN works behind the scene, from dawn to dusk, to assure that you have the freedom to be a relaxed host. The day’s activities must unfold without any hitches or mishaps! Some of the “*service excellence*” matters to consider are: valet auto service; bag boys and bag tags; scoreboards or leader boards; the reception area; an official starter; the best golf format coordinated with the golf club; caddies; tee-markers; scorecard analysis; co-ordination of fun contests, prizes or incentives; seminar rooms and IT equipment; and, arrangement of an “after-golf” dinner or entertainment venue?

6. What public relations activities do I need to do? Your event has to accomplish your public relations objectives (perhaps it is a new product launch for example?) in manner that is subtle and does not make you appear to be too “pushy!” Some ways this can be accomplished are: erection of corporate flags and tee-markers at each hole; drink marquees; an on course beverage golf cart serving cocktails; product displays; etc. All of these naturally should be personalised with your corporate identity.

7. What about the non-golfers? For clients, guests, employees or wives/partners that do not play golf (and who are not even tempted to try!), other activities have to be planned. Museums, tennis, site-seeing, spa and beauty treatments, shopping and full use of all the recreational and leisure facilities at the host hotel and golf club must be carefully pre-arranged.

8. What Business Golf formats accomplish my objectives? Depending on your objectives, your Business Golf event may also be a “Conference Golf” event or a “Sales Product/Initiative Launch”. You may wish to combine a sales presentation or meeting together with golf. MGT OPEN can show you how the golf course is a perfect venue to accomplish your objectives and then co-ordinate activities to accomplish your goals. Following are some concept formats:

a) A Company Golf Day: This MGT OPEN format is ideal for an employee “*thank-you*” incentive, announcing new company initiatives, corporate problem-solving and brainstorming! Some employee-participants may already have some golf experience but this is not a pre-requisite. A golf club near your company would eliminate the need for accommodation or travel. The day could start with a continental breakfast, followed by a group presentation, 9/18 holes of golf, and then an awards ceremony.

b) An “Introduction to Business Golf” Day: This format is ideal for either employees or as a “client appreciation” event. It takes into consideration the reality that some of the participants may never have played golf before and others maybe experienced golfers. Therefore, following morning seminars teaching the “skills and etiquette of Business Golf”, mid-day activities may have the participants being taught either “introduction to golf” or golf “tune-up” lessons by MGT OPEN golf pros! In the afternoon, there are 9 holes of golf, followed by an awards ceremony.



c) An “On Tour” Golf Event: This format considers the wish for an exotic travel destination or the need to travel for either your employees or your clients. The evening before the “Golf Day”, participants arrive at the hotel and a dinner and entertainment is organized. The next morning, a breakfast is arranged at either the hotel or golf club, and then 18 holes of golf are followed by an awards or incentive ceremony. *(Note: This format, if for company employees, can be arranged with Day One being a Sunday, followed with 9 holes of golf on Monday morning, and then with everyone returning to work routines Monday afternoon!).*

9. What should I do after the event? The follow-up after the Business Golf event is even more crucial than the pre-planning and event management! Thank-you for participating letters need to be sent out and any “networking leads” have to be pursued! This is what MGT OPEN calls “*The 20th Hole!*” Failing to capitalize on the “*good will*” created, for either your employees or clients, could render the entire Business Golf venture a waste of time and resources!

10. Do I need to hire Business Golf experts? You must already appreciate that the golf course is *the* ideal environment for company outings, for either employees or clients; otherwise you would not still be reading this checklist! Golf is unrivalled for creating an environment where you can “*manage relationships*”. However, to be able to do so you must have the free time to interact with and truly engage your guests. This, along with the fact that it makes simple sense to hire experience, is the most important reason you need to hire business golf experts to manage your business golf objectives. MGT OPEN has this experience and we would welcome the opportunity to help you plan a memorable and successful business golf event!

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