

LET'S GET REAL FOR A MOMENT.

Similar to starting a business, events of any kind that you plan on making a yearly occurrence, often take time, energy and dedication- plus maybe a little blood, sweat and tears- to truly see success. And golf events are no different. Does this mean your event won't be successful the first year? Of course not, but if you're planning on throwing a yearly event, you'll need to lay a solid foundation from the start.

Remain Hopeful Yet Realistic

Registration for a first year event is considered successful if you have **40-50** players- or **10-12 foursomes**. Don't get discouraged if there isn't a rush of participants immediately upon opening registration, however. Most people are procrastinators by nature and especially for a first year event that will require time to get the word out, **most of your registrations may come in the few weeks or days prior.**

Ask For Help!!

Even if you've thrown other events before, a **first time golf tournament** may be uncharted territory for you. Don't hesitate to reach out to other organizers, **find a mentor** or discuss the logistics with the course hosting the event. Everyone starts somewhere and no one is too **good for valuable advice.**

Market Like You Mean It

This will be one of the biggest factors in the success of your event- and yes, you'll have to promote every year- but especially for your inaugural outing.

Ways to get the word out are:

- Flyers, posters and mailers
- Sales funnels Social media posts and ads
- Word of mouth
- Radio spots/ ads
- TV spots
- Trade-Outs for exposure

Be Professional

Finally, one of the most **important** things you can do is leave a lasting impression- and a good one at that. Despite any hiccups throughout the day, maintain a pleasant, level-headed and professional demeanor. Doing so will **impress the participants**, sponsors and vendors- all of whom will rave about your work ethic and likely jump on board without hesitation the next year.

Divide and Conquer

Here's the hard truth: events take a lot of work and without a proper plan in place- and willing volunteers- the small details that make a big difference can slip through the cracks. To ensure that doesn't happen to you, **become a planning pro** prior to the event and create your committee, assign individual tasks and set hard deadlines. Throwing an event is a team effort so **delegate, delegate, delegate** and then hold everyone accountable.