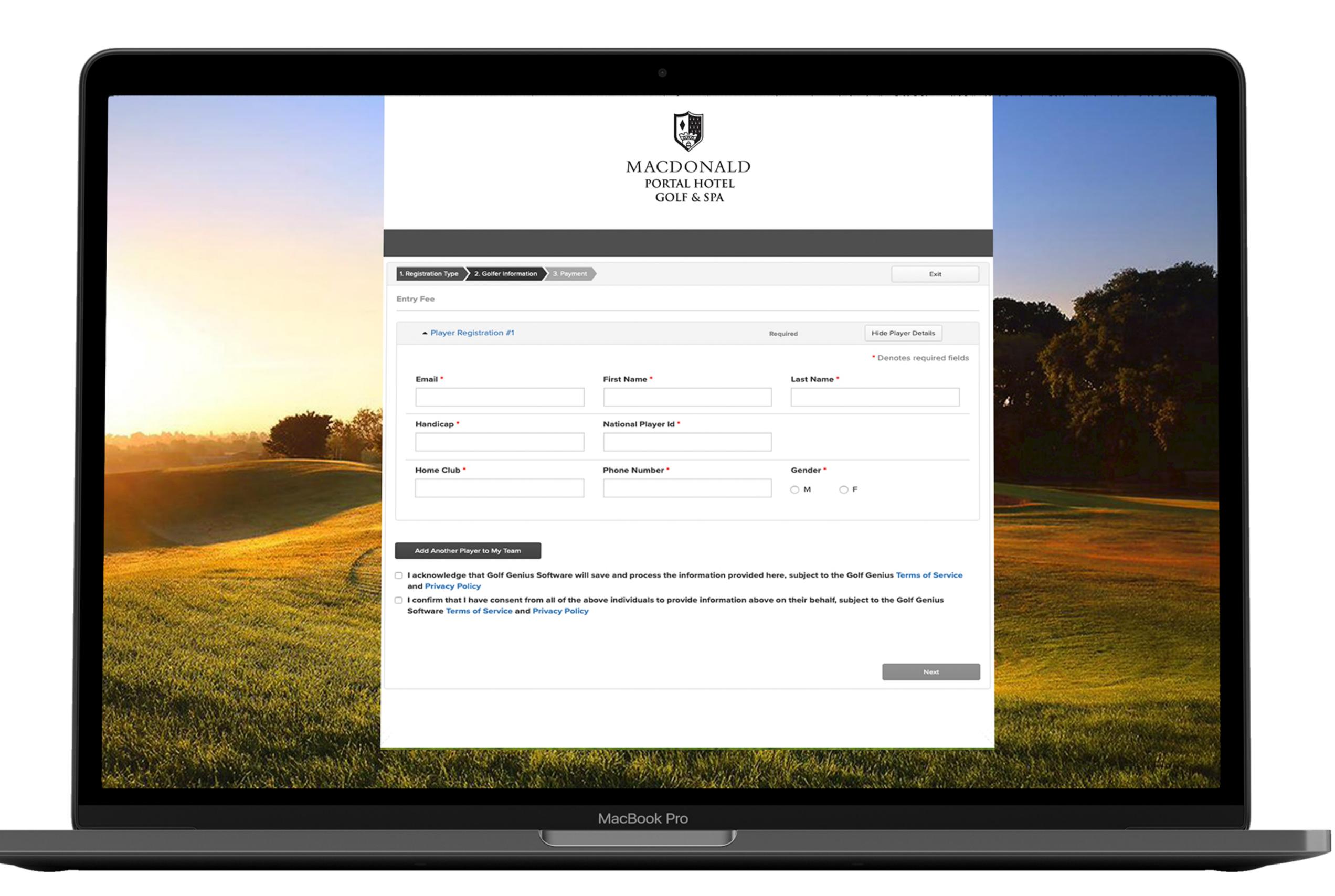
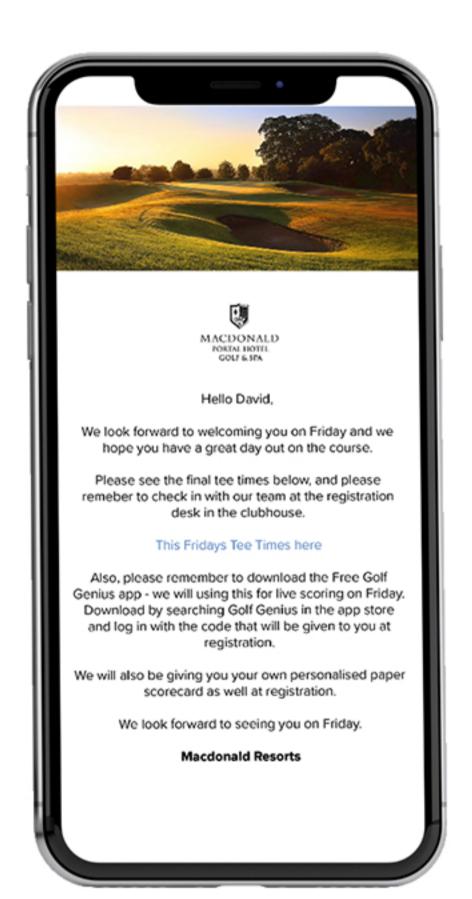
# For the best golf events ever











## Pre Event Communications

Once the set-up has been done in Golf Genius it is now time to share the event information with your golfers. Whether to let the players know their tee times, or to open registration for your event, your customised event website is the central hub for all event information.

The first stage of 'The Journey' is to communicate with your golfers ahead of the event, and if you are planning on using live scoring - a must.

Our team can help you design branded email templates that can be sent at the click of a button, that will not only be personable to your golfers, but will include your logos and artwork.

All emails will include links to the event website and mobile app, where golfers can access information such as the day's itinerary, tee times and much more.



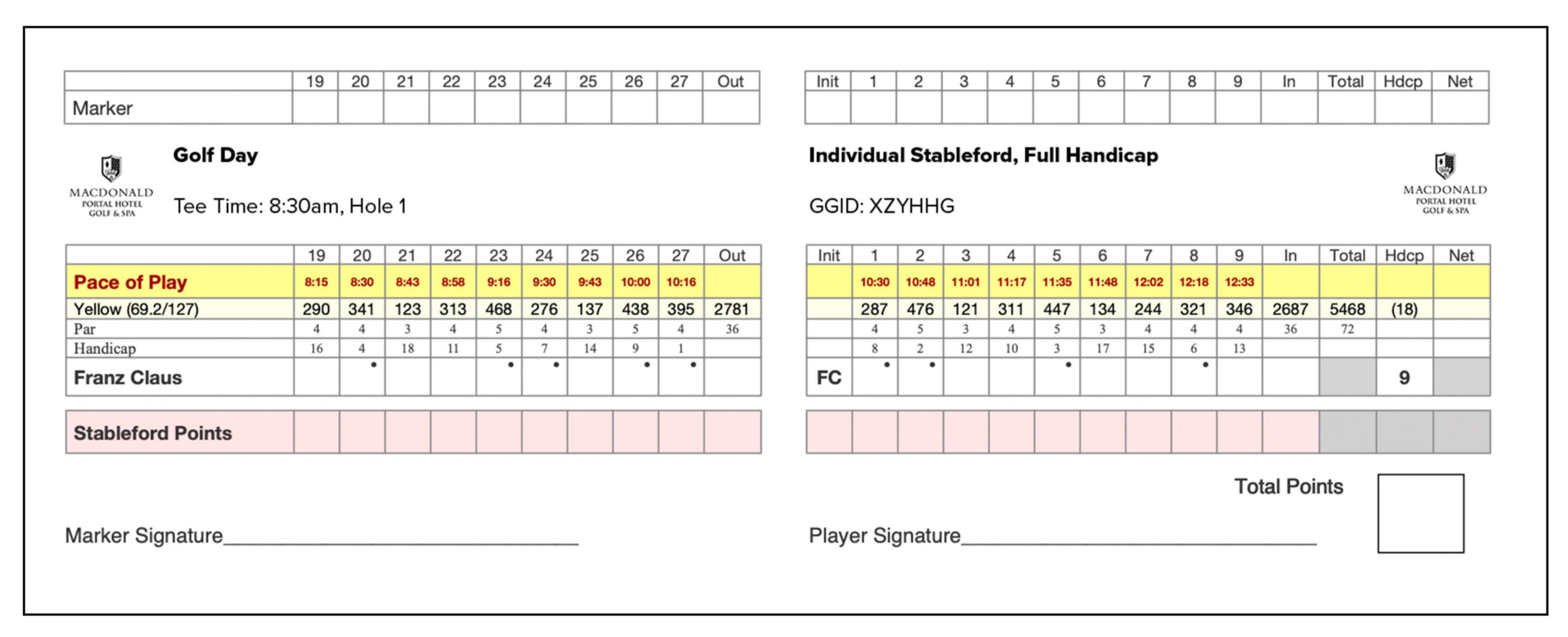


# Day of play - The Registration Desk and more.

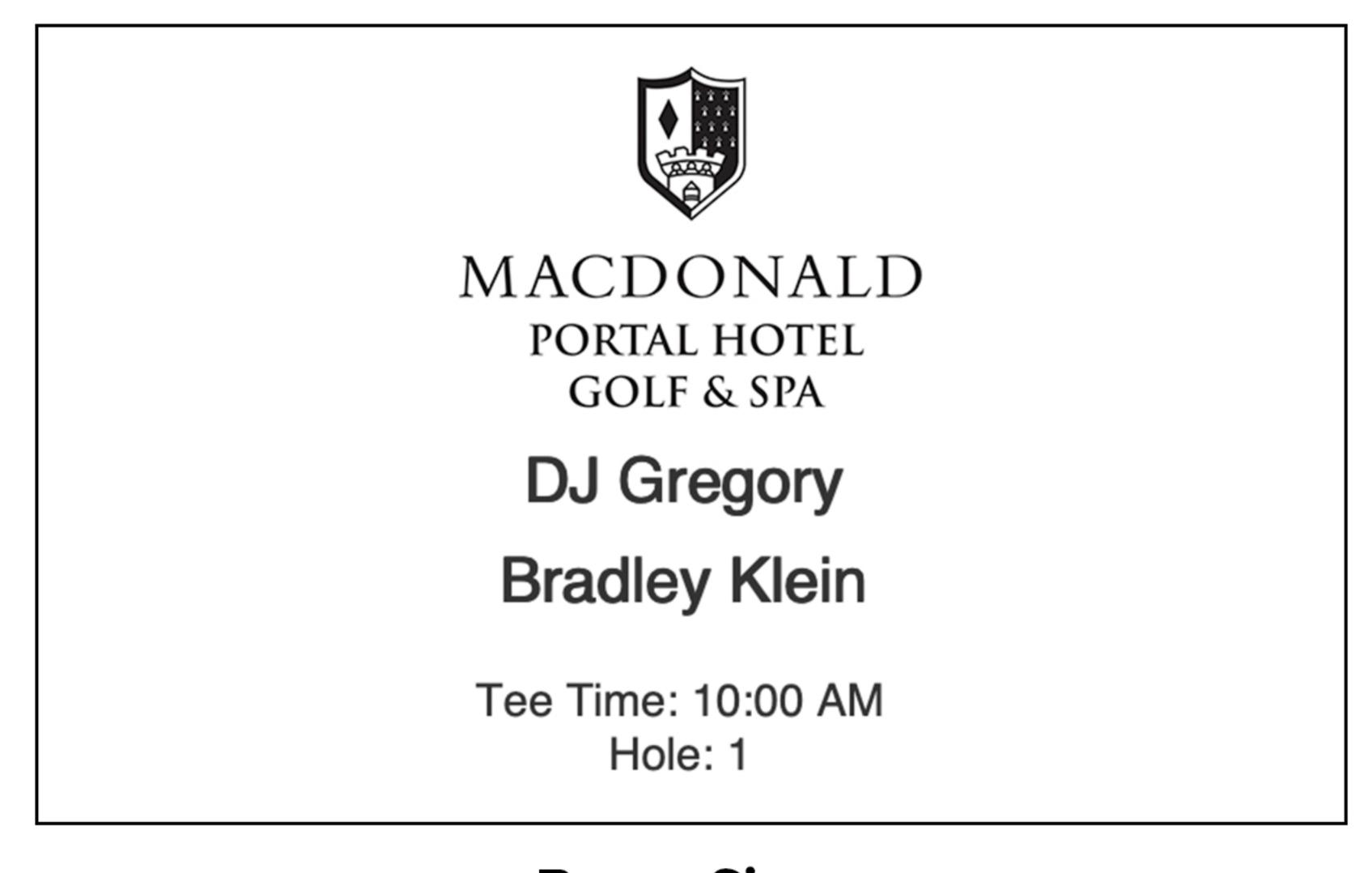
When players arrive at the golf course they will receive a highly personalised and branded greeting service from our team.

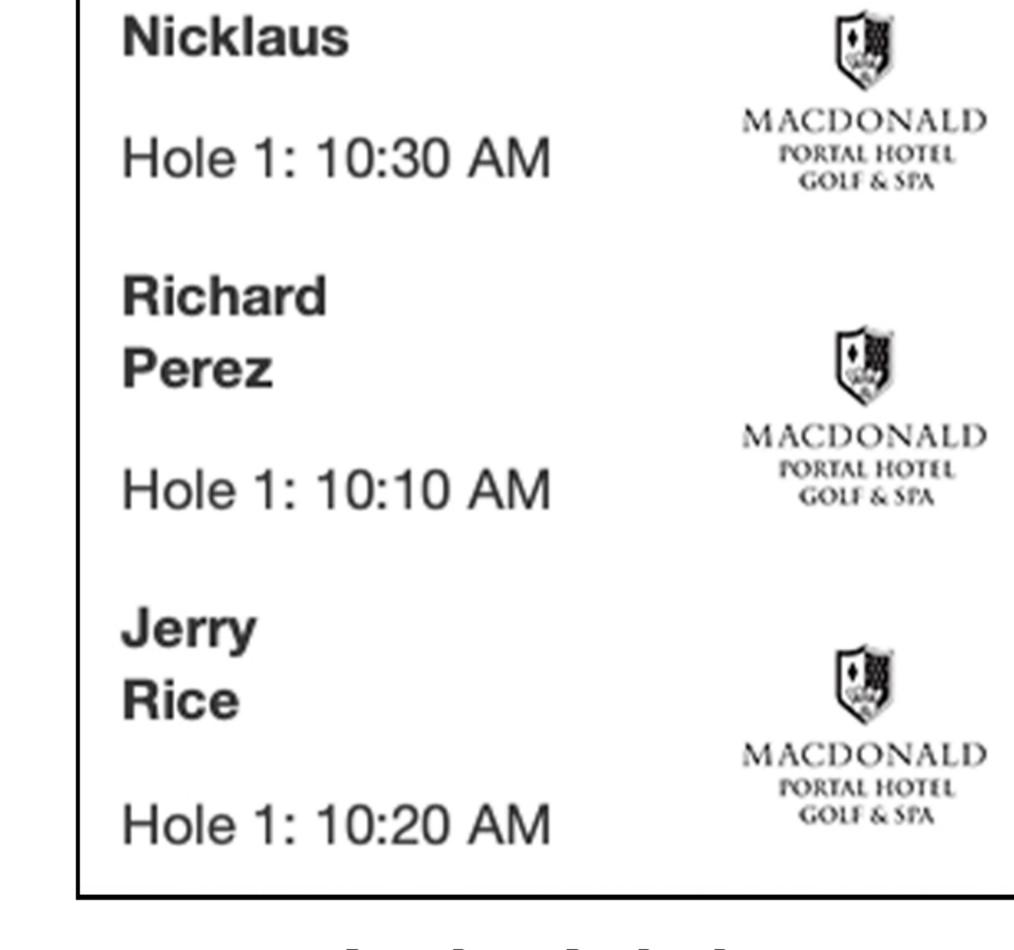
Behind the scenes we can produce for you your own personal scorecards that show tee times, starting holes and even where shots are received by each player. As well as scorecards there are many other personalised materials that can be produced by Golf Genius.

A TV leader board will also be on display at the registration desk, displaying the tee times for the day.



### **Scorecards**





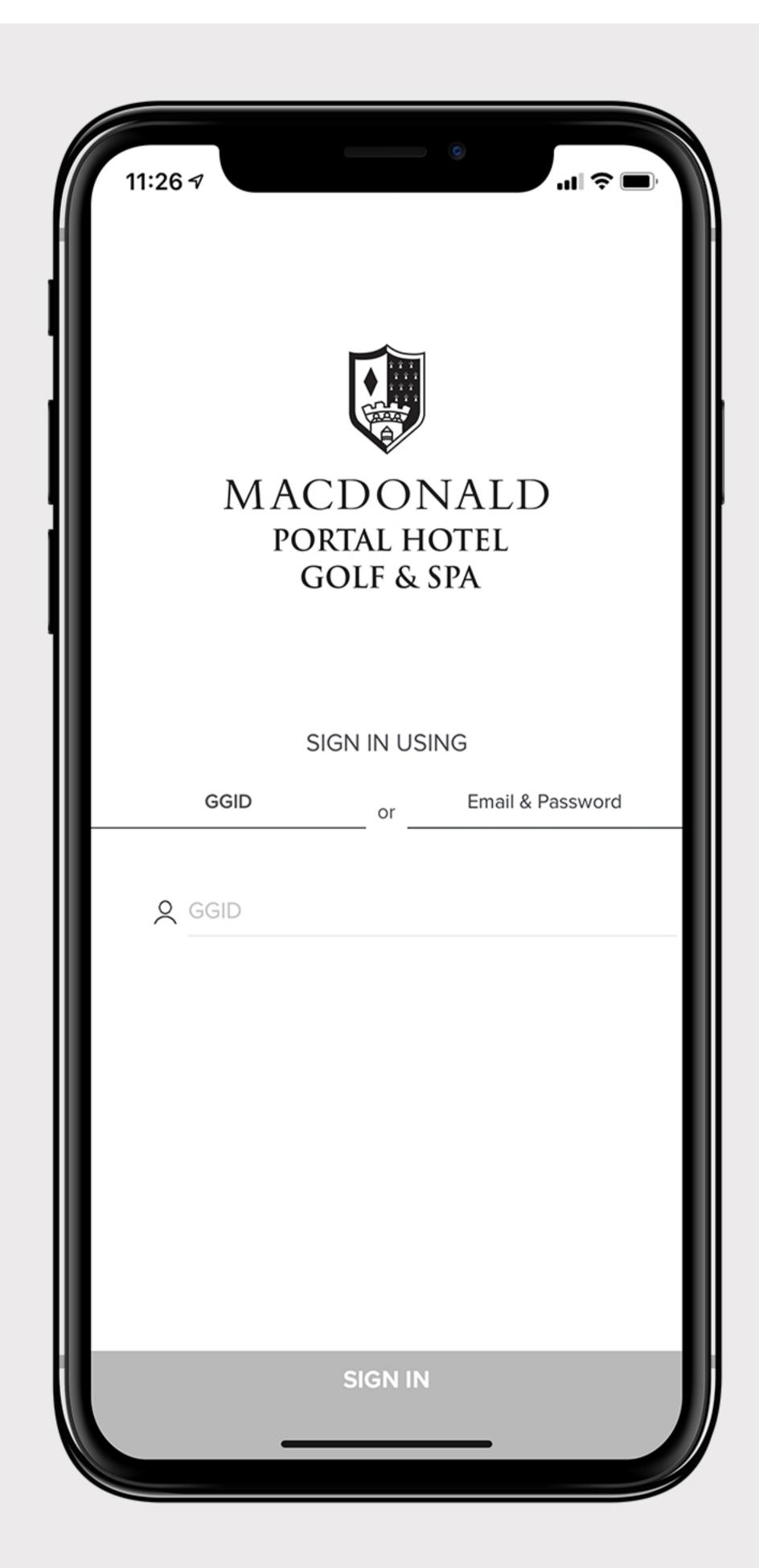
Jon

**Buggy Signs** 

**Locker Labels** 



# Day of play - Live Scoring & Leader boards



**Live Scoring** is a great way to add an exciting, competitive edge to your golf day and is incredibly easy to use. One player from each group will be required to enter the gross scores into the Golf Genius app to produce instant, and in play, live leader boards.

The ability to play multiple formats at one time with no manual working out of scorecards is now available to you. Why not try something out of the box? Such as:

6/6/6 (scramble, best ball, both ball's) Cha, Cha, Cha, (best 1, best 2, best 3) Skins Foursomes Ryder Cups & much more.

**TV Leader boards** will be on display throughout the club house showing the scores live as they come in from off the course.

Don't want anyone to know who has won until the big prize giving presentation? Not a problem! We will hide the scores after 15 holes to create drama and excitement in the club house, ready for the big moment





# Post Round - Thank you



After your round you can send an email including all of the days results, photos and round statistics. All of this information can be accessed at any time via any of the Golf Genius platforms that carry your branding.

We believe we can help create your desired customer journey - perfectly complimenting your golf day.



Player Guest Registration			
Online Registration	Player Spreadsheet		Manual Input
Event Communications			
Event Website	Pre Event Email		Post Event Email
Day of Play Registration			
Registration Desk	TV Display Tee Times		Player Tip Sheets
Tournament Formats			
Individual	Multiple event formats are able to be used more winners = more fun! <b>Team</b>		Special
Stableford	Best 2 from 4	Scramble/Foursomes	Birdies
Strokeplay	1/2/3, 1/2/3	Best/Worst Balls	Two's
Quota	By hole	Avrge/All Four Balls	Three's
Handicap Flights	By Par	Ryder Cup	Skins
M / F Divisions			Nrst Pin/Long Drive
Print Materials			
Scorecards	Tee Sheets		Buggy signs
Tip Sheets	Pin Sheets		Proximity Markers
Live Scoring / Leaderboards			
Live Scoring	TV Leaderboard		In App Adverts / Photo's
Post Event			
Results Portal	Photography		Post Event Email

# For more information on using Golf Genius for your golf day speak to our central golf sales team:

0344 879 9048 Centralgolf@macdonald-hotels.co.uk

