



golf industry show

San Diego



Education Conference & the Golf Industry Show

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Communication Hot Topics

Public Relations:

Who, What, Why,
When, Where, How

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What

- No single definition, but most have a general understanding.
- Public relations is the management function of researching, engaging, communicating, and collaborating with stakeholders in an ethical manner to build mutually beneficial relationships and achieve results.”
- In other words: perception management.
- Goal: preserve or enhance value.



Who

- Individuals, Small Businesses, Large Corporations, Organizations, Associations
- Every individual and entity engages in public relations – knowingly or unknowingly.
- You should know how to do it to your benefit.



Why

- To achieve stated goals and objectives
 - Individual: Promotions, Elections, Salary & Benefits, Appreciation, Understanding
 - Businesses: Sales, Employment Practices, Stock Value
 - Associations: Membership Growth, Sponsorships, Advertising, Exhibit Sales



When

- Boy Scouts Motto:
 - Be prepared as opportunity lurks at every turn
 - Think like Tim Hiers
- Timing:
 - Put own house in order first
 - What assets can you leverage?
 - Competition for your space/time
 - Align the stars: time of year, activities, newsworthiness



Where

- Your turf is your strength, use it
- Location, location, location
- The medium is the message
 - the form of a medium embeds itself in the message, creating a symbiotic relationship by which the medium influences how the message is perceived.



How

- Mass Media
 - Earned media (media relations)
 - Paid Media (advertising)
- You/Social Media
 - Web, blog, Facebook, Twitter, video, newsletters
- Just the facts, Ma'am
 - Research, Data, Case Studies
- Third party validation
 - Have others help tell your story



How - continued

- Third Party Resources
 - Web, blog, Facebook, Twitter, Google+, video, newsletters
- Message Development
 - Unique, Concise, Value-Driven, Emotions
- Events and Activities
 - Visuals, Touch, People



Examples/Tactics

- Open houses, course tours, demonstrations
- Signage: course, pro shop, grill, public areas
- Uniforms, turf center organization, staff decorum, voice mail, etc.
- Speaker's Bureau
- Charity, Fundraising, Volunteer
- Special Events: Earth Day, Tournaments, Leagues, Alternative set-ups



Resources

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Resources

- GCSAA Staff
- Chapters/Peers
- Universities/Colleges
- Civic Groups – Rotary, Kiwanis, Toastmasters, Chamber of Commerce
- Allied Golf Associations
- Google



Bottom Line

- Yours
- Business/Organization
- Every action has a consequence
 - Is it positive or negative?
- It is an attitude