

Ten Questions to ask when hiring a golf tournament planner or producer

Do you know:

1. The difference between a tee and a green?
2. What a format is?
 - a. And can they name at least three tournament formats
3. What a drawsheet is?
4. What the impact of a Par 3 in setting up your drawsheet?
5. What a foursome or twosome registration is?
6. What is golf cart staging?
7. What is the difference between a walking and riding tournament?
8. What food should be available at the turn?
9. What is the pace of play?
 - a. And how does this impact your tournament
10. What is a KP?

If your golf tournament planner cannot answer the above questions, they may be a great event planner, but they won't be able to properly plan a golf tournament.

Golf tournament planners and producers bring specialized knowledge. An experienced golf tournament planner will create a golf tournament that will always sell out, will have guests commenting on how quick the pace of play is, that they never had to wait at a teebox, and they were home from the event in a timely manner.

If this is a client appreciation event, your clients will know that you planned an above average event, with the subliminal message that you are an expert in your industry, and surround yourself with experts.

If your golf tournament is a charity fundraiser, all of the above, implemented properly, will translate into raising more funds for your charity. Happy golfers spend more money on auctions and raffles.

Happy golfers always come back.

Dawn Donahue, CCTP, CGTP
Go Golf Conference & Events Management Inc.
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PS: CCTP: Certified Culinary Travel Professional; CGTP: Certified Golf Tournament Planner
Planning events since 1975 and golf tournaments since 1981.