

Course Title: **European Members' Education and Networking Day 2020 – Frankfurt**

Date: **17 March 2020**

Venue Information: **Frankfurter Golf Club e.V.**
Golfstraße 41
60528 Frankfurt

WEB: <http://www.fgc.de>

Google link: <https://bit.ly/2FB2Rff>

Required Equipment: **Pen, paper, ipad/phone/laptop**

Recommended Accommodation: **Crowne Plaza Frankfurt Congress Hotel**
Lindner Hotel & Sports Academy

Introduction:

This day is an excellent opportunity for PGA Members based in Germany and the wider European region to network and learn with fellow PGA Professionals. Our speaker for 2020 is Steve Astle and the topic 'The Business of Coaching'.

Course Content:

The Business of Coaching

09:00 – 16:00

Do you want to... Attract more clients? Get more return on each client that comes through your business? Have a better work life balance? Improve retention levels so that you have long term clients getting great results?

If you answered Yes to any of the above, then this workshop is your next step.

This workshop is based around the concept of developing a successful coaching business that helps build toward your own ideals and meet your own work and lifestyle goals. It looks at the best way to market your coaching business, comparing traditional marketing techniques with modern social media marketing, brand development, basic marketing analytics and how to measure return on investment.

It will also touch on how you can implement these techniques into your daily business, the challenges that most golf pros face and the biggest mistakes that we make in an ever-competitive environment.

Main outcomes

Attendees will leave with a clear strategy of:

1. How to attract new clients through several areas including marketing strategies and improved use of social media and database development.

2. How to further develop relationships with current clients, including my main principles around the dating game and developing long term coaching programmes

3. Where they want to go with their coaching business and what they need to do to achieve it and their area of specialisation.

The morning session will look at you! A guided chance to reflect on your coaching business and your "Why". It will then cover a general overview of how to attract more clients to your diary and why telling your story is important. We'll look at the secrets behind marketing and how to use Twitter, Facebook, Instagram and advertising on social media to good effect. We will look at what role your website plays and the analytics behind it to measure successful marketing campaigns. The power of an online booking system and keeping in touch with people's needs. We will also discuss discounting vs adding value and ways this can be done. Time to reflect on what your USP is and how it can give you leverage in the industry.

In the afternoon session we will look at why its most important to develop relationships and get results. We shall also look at the value of long-term programmes, client training spaces and how to manage your new busy schedule. We'll also have plenty of time to discuss and answer some of your own questions and ensure you leave with a plan of action to have immediate impact on your business.

PGA European Members' Meeting - Your Association into the Future (TBC)

16:00 – 17:00

PGA Chief Executive Robert Maxfield will present to members an update to the work that has been completed in 2019 and what plans the association will be working on for 2020. This will be a great opportunity to ask questions about the future of your Association.

Biographies:

Rob Maxfield, Chief Executive of The PGA:



Golf has been a constant in Robert Maxfield's life since he first swung a club as a two-year-old.

Rob has played off a plus handicap for more than 30 years and is currently plus 2. He has represented England as a Schoolboy and this year played in the Seniors British Open having won qualifying.

These on-course talents coupled with his academic prowess earned him a golf scholarship at Florida State University.

Rob's initial intention was to turn professional but it was while studying there he decided to concentrate on the business and leisure aspects of the game. Consequently, joining the De Vere Group on his return to the UK was a natural progression: the company owned an impressive portfolio of golf resorts, including the famous Ryder Cup venue, The Belfry.

A rapid rise saw him promoted to director of golf at The Belfry where he worked at three Ryder Cups and numerous European Tour events. In 2004 he was appointed Golf Director of the De Vere Group.

Rob joined the PGA staff in 2006 and became Chief Executive in April 2017.

Steve Astle



Steve is a full-time freelance golf coach who has worked in the UK, Austria, Germany and New Zealand. Having worked at beginner level pay and play courses to high end resort courses, worked with juniors and single figure hunting mid range handicappers right the way through to coaching National Squads, National Champions and Tour players. Steve has managed to keep a full diary for over 15 years with a lead time often up to 2 months, and has developed his coaching business around his desired lifestyle goals meeting financial and family needs.

Steve has delivered workshops and seminars over the last 5 years to hundreds of PGA professionals around Europe, both at national and regional conferences and international podcasts, helping coaches to improve their business and see some amazing results.

He also works with coaches across multi sports on an individual basis through his consultancy helping them to analyse their individual businesses and putting a plan in place with the necessary support and accountability to ensure changes are established. Somebody who understands your industry and daily walks the talk.