Essentials of Club Marketing: Creating and Communicating Value

It’s All About Executing Your Member Experience “Playbook”…

Presenter:
Stephen Ready
President, VCT

Member Experience. Activated.
Today’s discussion will cover…

The shift in **needs and expectations** of today’s Club Members

The ways in which communications and technology are **changing how we engage (and activate!) Club Members**

How these changes will **influence your ongoing success** as Club leaders

How you can help your Club **adapt to meet the changing communications preferences** and interests of Members

How you can ultimately create a more **personalized and enriching Member Experience** that delivers **additional value**…while driving additional **activity/revenue/retention!**
INTRO: TODAY’S COMMUNICATION CHALLENGES

Communications ARE the Lifeblood of Your Club... Your Member Experience....(and Your Department!)

Have you checked your pulse lately?
INTRO: COMMUNICATION CHALLENGES - AN UNFORTUNATE SCENARIO...
INTRO: THE MEMBER EXPERIENCE - FINDING THAT SWEET SPOT

Programming/Events
(off and online)

Service
(off and online)

Relationships
(off and online)
THE CHANGING CLUB MEMBER
UNDERSTANDING TODAY’S CLUB MEMBERS: CHANGING PROFILES

- Men
- Boomers
- Women
- Gen. X
- Gen. Y
- Matures
UNDERSTANDING TODAY’S CLUB MEMBERS: TIME CONSTRAINTS

✓ Increased demands in the workplace…including challenges at the office keeping Members from engagement with the Club

✓ Growing, busy families leading to an increased amount of activities outside of the club

✓ ROI questioning due to economic challenges – difficulty justifying the expense of Club Membership (and private events)

✓ Increased communications in their lives, across the board, has members feeling overwhelmed with the time it takes to respond/activate
UNDERSTANDING TODAY’S CLUB MEMBERS:
FINANCIAL CONSTRAINTS

✓ Individuals in general are **more conscious about how their money is being spent**

✓ Consumers in general are **more willing to look for deals** and opportunities to save money – how is your department dealing with this trend?

✓ Concurrently, **corporate support for Club membership and activity will continue to be challenging** - is your Club finding innovative ways to increase Member participation and touch points?

Source: Harrison Group and American Express Publishing
### UNDERSTANDING TODAY’S CLUB MEMBERS:

**SHIFT IN PREFERENCES**

<table>
<thead>
<tr>
<th>WHAT CHANNELS ARE YOU CURRENTLY USING TO SHARE CONTENT WITH YOUR FRIENDS &amp; FAMILY?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OVERALL</strong></td>
</tr>
<tr>
<td>Send an email</td>
</tr>
<tr>
<td>Post it on Facebook</td>
</tr>
<tr>
<td>Call them on the phone</td>
</tr>
<tr>
<td>Post it on my blog</td>
</tr>
<tr>
<td>Post it on Twitter</td>
</tr>
<tr>
<td>Post it to an online forum or discussion group</td>
</tr>
<tr>
<td>Send them a letter</td>
</tr>
<tr>
<td>Post it on another social network (Pinterest, Tumblr, Instagram, etc.)</td>
</tr>
<tr>
<td>Post it on LinkedIn</td>
</tr>
<tr>
<td>Post it on a coupon deal site (SlickDeals, RetailMeNot, etc.)</td>
</tr>
</tbody>
</table>

*Source: ExactTarget. 2012 Channel Preferences Survey, February 2012 • N = 1,481 US Online Consumers, age 15 and older*
### Understanding Today’s Club Members: Shift in Preferences

#### 1.3 How Often Do You Use Each of the Following?

<table>
<thead>
<tr>
<th>Service</th>
<th>At Least Daily</th>
<th>At Least Weekly</th>
<th>Less Than Weekly</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>91%</td>
<td>5%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Facebook</td>
<td>57%</td>
<td>13%</td>
<td>11%</td>
<td>19%</td>
</tr>
<tr>
<td>Text Messages</td>
<td>57%</td>
<td>11%</td>
<td>10%</td>
<td>22%</td>
</tr>
<tr>
<td>“Check In” using location-based social networking</td>
<td>23%</td>
<td>9%</td>
<td>11%</td>
<td>52%</td>
</tr>
<tr>
<td>Instant Messenger</td>
<td>24%</td>
<td>8%</td>
<td>16%</td>
<td>52%</td>
</tr>
<tr>
<td>Messaging using an app on a mobile device</td>
<td>19%</td>
<td>5%</td>
<td>6%</td>
<td>70%</td>
</tr>
<tr>
<td>Twitter</td>
<td>14%</td>
<td>6%</td>
<td>9%</td>
<td>71%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>10%</td>
<td>8%</td>
<td>14%</td>
<td>68%</td>
</tr>
</tbody>
</table>

Source: ExactTarget, 2012 Channel Preferences Survey, February 2012

N = 1,481 US Online Consumers, age 15 and older
WHAT THIS MEANS FOR CLUBS:
THE FUTURE CLUB MEMBER PROFILE

✓ Club members that have “grown up” connected, content-centric, computerized, community-oriented, and always clicking

✓ “The average person in 2020 will live within a web of 200-300 contacts, maintained through a variety of channels”

✓ Progressive…looking for more…and want it on demand, personalized and rewarding

✓ Due to rise in digital consumption – Club value proposition will be assessed (and “extracted”) online in addition to offline (*remember the “circles of influence”)

✓ Viral marketing and positive “peer” reviews will define brand value
STRATEGIC MEMBER EXPERIENCE & COMMUNICATIONS PLANNING

"Strategy without execution is a dream. **Execution without strategy is madness**"
THE “MEMBER EXPERIENCE STRATEGIC PLAN” – THE NEXT STEP
STRATEGIC PLANNING: PLANNING AND ADAPTING TO CHANGE

- Value & Competitive Analysis Assessment
- Personalization of services, benefits and EVENTS.
- Communications Assessment
- Personalization of communications
- Activation & Feedback Loops

Satisfaction

Communications

Retention

Activation Sales

Engagement
MEMBER EXPERIENCE STRATEGIC PLANNING:

A NEW WAY OF THINKING:
“Communication as a Service”
MEMBER EXPERIENCE STRATEGIC PLANNING:

THE HIGH-LEVEL PROCESS

<table>
<thead>
<tr>
<th>Phase</th>
<th>Details</th>
</tr>
</thead>
</table>
| Conduct an Internal Staff Communications Assessment         | • Roles & responsibilities/Pain Points  
• Existing communications processes/inventory                                                                |
| Conduct a Communications/Member Satisfaction Assessment    | • Member surveys  
• Understand needs & preferences                                                                                     |
| Determine Goals & Objectives                               | • Understand benchmark data  
• Understand the implications of effective communication for long and short-term goals                                      |
| Create a SWOT Analysis                                     | • Strengths, weaknesses, opportunities, threats?                                                                                     |
| Develop a Plan and Timeline of Action                      | • Identify required mechanisms & prepare an actionable timeline                                                                      |
MEMBER EXPERIENCE STRATEGIC PLANNING:
DEFINING SUCCESS FACTORS – CLUB AND DEPARTMENT LEVEL!

Club:
- The communications vision is aligned with the Club’s overall mission.
- Goals and objectives are well defined, measurable, and help guide a defined series of action plans.
- Audiences are specific and targeted.
- Messages are specific, clear, persuasive, and reflect audience values; reinforce Club mission and values; and include specific calls to action to encourage activation.
- Messages are consistent in the frequency of their delivery and branding, and are attractive and accessible in varied formats for maximum exposure.
- Target audiences perceive messengers as credible.
- Tools to deliver messages are chosen for their access, availability, and convenience to target audiences.
- Activities and outcomes are regularly monitored and evaluated for purposes of accountability and continuous improvement.
- Sufficient resources are dedicated to managing and improving communications practices.

Your Department: ?
### MEMBER EXPERIENCE STRATEGIC PLANNING:
**SWOT - EVALUATING YOUR TOUCH POINTS – CLUB AND DEPARTMENT**

<table>
<thead>
<tr>
<th>WEBSITE</th>
<th>EMAIL</th>
<th>PRINT</th>
<th>SOCIAL MEDIA</th>
<th>MOBILE</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Brand identity</td>
<td>• Eliminates the “need factor”/builds</td>
<td>• Mailed Newsletter: Still an option?</td>
<td>• Not for many private clubs…but for your Club?</td>
<td>• More timely Communication</td>
</tr>
<tr>
<td></td>
<td>relationships</td>
<td></td>
<td>• Unique/tactile reading experience</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>• Initiates networking in a “virtual Club environment”</td>
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<td></td>
<td></td>
<td></td>
<td>• Brand impact – especially showing off event space</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>• Additional access point for delivering valuable content about events and</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>opportunities to prospects?</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Access point to deliver relevant information in a less invasive atmosphere</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Houses valuable information</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Make “transactions” (RSVP, contact staff/other members, etc.)</td>
<td>• Creates convenience centers</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Drives actionable conversions</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Generates metrics</td>
<td></td>
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</tbody>
</table>

**VCT**

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## MEMBER EXPERIENCE STRATEGIC PLANNING: SWOT ANALYSIS

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
</table>
| - Chapter leadership and Members are committed to and actively engaged in improving Chapter communications  
- Most Chapter communications appear to be up-to-date with actionable links consistently included  
- Events are promoted and thoroughly documented with photos available online  
- Monthly eNewsletter metrics are regularly reviewed and reflect high engagement levels  
- Website provides Members the ability to select preferences, update contact information and add events to Outlook calendar  
- Data is maintained in one platform and exported regularly for eNewsletter purposes to ensure integrity and accuracy | - New Member welcome, orientation and introduction does not effectively integrate them into their region and the Chapter  
- Website is somewhat difficult for new users to easily locate Calendar and other items of interest, and landing pages and site functionality are underutilized  
- Chapter communications do not currently excite Members or encourage participation and could be improved to reflect best practices with regard to format, design and branding  
- Members must phone or email to register for events  
- The Chapter does not hold regular internal meetings for communications coordination  
- Staff has little control over email scheduling resulting in an overabundance of mostly single topic emails being sent |

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
</table>
| - Create formal process for introducing, welcoming and orienting new Members to the Chapter and respective region to help them feel more connected  
- Improve effectiveness and consistency of Chapter communications by establishing and implementing best practices  
- Leverage website functionality and space to more fully engage Members and provide a sitemap and/or search capability to facilitate navigation  
- Provide additional preference options for Members to select from for more targeted messaging and increased tracking capabilities and Member engagement through use of MembersFirst email tool and VCT monthly eNewsletter | - Current practice of sending multiple, single-topic emails equates to oversaturation of email communications and loss of audience  
- Absence of reminder and follow-up processes for event registrations are resulting in lower attendance  
- New Members could be more effectively introduced, welcomed and oriented to the Chapter or respective region  
- No guidelines or policy appear to exist relative to Chapter communications or social media usage  
- Locating items of interest on the Chapter website is difficult in some instances |
NEXT - EXECUTING ON YOUR MEMBER EXPERIENCE STRATEGIC PLAN

"Strategy without execution is a dream. Execution without strategy is madness"
EXEClUTION: PHASE 1 EXAMPLE – FOUNDATION BUILDING

PHASE 1 [Communications Foundation: Months 1 – 6]

• Focus on laying the foundation for communication success
• Create Communications & Social Media Policies
  • Define guidelines for all communication channels, including intra-departmental, Club-to-Member and Member-to-Member efforts
  • Establish guidelines for use of social media by Club and Members
• Design Communications Style Guide
  • Create a uniform visual identity for Club’s brand
  • Identify priority and upgrade all Club communications using style guide standards
• Create Communications Calendar
  • Rank events by hierarchy of importance
  • Provide Members with valuable and timely event information and educational content
  • Streamline communication creation and organization process
  • Determine appropriate frequency and reminder scheduling for Club events
• Add Website Content and Functionality
  • Determine additional content and functionality to enhance and activate online Member experience
  • Implement new functionality to facilitate usage of website and increased attendance of events
  • Develop and add site map or search capability to decrease time needed to locate items or areas of interest
  • Create and launch campaign to collect Member profile photos for online directory
  • Create and launch informational/publicity campaign to coincide with improved website functionality
  • Implement mobile version of site for enhanced convenience and member participation
• Club leadership training on implementation and use of Style Guide and Communications Calendar
• Define/Implement desired distribution schedule for Club-to-Member communications
• Evaluate Phase 1 execution and adjust strategy as necessary; Begin Phase 2 planning
EXECUTION: CREATING A STYLE GUIDE

**LOGOS AND IMAGES**

The logos must be used in the following formats:
- 115 pixels wide x 118 pixels tall
- 150 pixels wide x 200 pixels tall

Primary colors are found within the "Color Palette". Use these colors consistently.

**IMAGE USAGE**

Images should be used in the following formats:
- 115 pixels wide x 118 pixels tall
- 150 pixels wide x 200 pixels tall

Images should be used consistently throughout the site. Avoid using images that are too small or too large. Always use high-quality images. If an image is not available, use a placeholder image.

**COLOR PALETTE**

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex Code</th>
<th>RGB Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>#FF0000</td>
<td>255,0,0</td>
</tr>
<tr>
<td>Green</td>
<td>#00FF00</td>
<td>0,255,0</td>
</tr>
<tr>
<td>Blue</td>
<td>#0000FF</td>
<td>0,0,255</td>
</tr>
<tr>
<td>Black</td>
<td>#000000</td>
<td>0,0,0</td>
</tr>
<tr>
<td>White</td>
<td>#FFFFFF</td>
<td>255,255,255</td>
</tr>
</tbody>
</table>

**STYLE GUIDE**

- Use standard fonts for all headings and subheadings.
- Use a consistent font size throughout the site.
- Avoid using too many fonts in a single design.
- Use a consistent layout for all pages.

**AVC T**

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EXECUTION: REVAMPING YOUR DATABASE(S) – ENHANCING PROFILES
EXECUTION: CREATING/EXECUTING AN EVENT MARKETING ACTION PLAN

<table>
<thead>
<tr>
<th>Event Date</th>
<th>Tier</th>
<th>Event</th>
<th>Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>04/20/12</td>
<td>Tier 2</td>
<td>Spring Season Day</td>
<td>Golf</td>
</tr>
</tbody>
</table>

**Kids Events**

<table>
<thead>
<tr>
<th>Event Date</th>
<th>Tier</th>
<th>Primary</th>
<th>Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>06/20/12</td>
<td>Tier 3</td>
<td>Father's Day Party</td>
<td>Kids</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Event Date</th>
<th>Tier</th>
<th>Primary</th>
<th>Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>06/20/12</td>
<td>Tier 3</td>
<td>Tennis Member Event</td>
<td>Tennis</td>
</tr>
</tbody>
</table>

**Tier Definitions**

- **Tier 1**: Signature Event, Anniversary, and/or PGA/VISI Open-level. Promoted throughout 10 months leading up to event.
- **Tier 2**: Larger Club Event - Invitations Open, Minimum Events (3). Promoted throughout 5 months leading up to event.
- **Tier 3**: Mid-Level Events - Invitations Closed, Non-Guest, Open to Promoted during 3 weeks leading up to event.
- **Tier 4**: New Events - Promoted during 3 weeks leading up to event.
- **Tier 5**: Monthly Events - Promoted during 3 weeks leading up to event.
- **Tier 6**: Monthly - Quarterly Invitations, Closed to Guest. Invitations are 6 weeks leading up to event.

**Communications Calendar: Future Event Promotion**

Over the next two weeks, the events below should be considered for all Club marketing materials:

<table>
<thead>
<tr>
<th>Event Date</th>
<th>Tier</th>
<th>Event</th>
<th>Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>06/20/12</td>
<td>Tier 2</td>
<td>Father's Day Guest</td>
<td>Kids</td>
</tr>
<tr>
<td>06/20/12</td>
<td>Tier 2</td>
<td>Junior Summer Camp</td>
<td>Kids</td>
</tr>
<tr>
<td>06/20/12</td>
<td>Tier 2</td>
<td>Father's Day</td>
<td>Kids</td>
</tr>
<tr>
<td>07/09/12</td>
<td>Tier 2</td>
<td>Father's Day</td>
<td>Kids</td>
</tr>
<tr>
<td>07/09/12</td>
<td>Tier 2</td>
<td>Father's Day</td>
<td>Kids</td>
</tr>
</tbody>
</table>

**The Ranch Roundup**

Daily Events for This Week at the Club

- **Event Date**: 06/12/12
- **Event**: Father's Day Guest
- **Event Date**: 06/12/12
- **Event**: Summer Fun
- **Event Date**: 06/13/12
- **Event**: Father's Day Guest

**Featured Events**

- **Event Date**: 06/12/12
- **Event**: Father's Day Guest
- **Event Date**: 06/13/12
- **Event**: Father's Day Guest

---

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## Execution: Creating an Editorial Calendar/Roles

<table>
<thead>
<tr>
<th>January: New Year’s Issue</th>
<th>February: Romance Issue</th>
<th>March: Green Issue</th>
<th>April: Travel Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sticking With Your New Year’s Resolutions</td>
<td>The Origin of Valentine’s Day</td>
<td>Making Your Business More Eco-Friendly</td>
<td>Planning a Family Golf Vacation</td>
</tr>
<tr>
<td>Fitness Focus</td>
<td>Guide to Dessert Wines “Sweet” Recipes for your Valentine</td>
<td>Guide to Early Spring Vegetable Garden Preparation</td>
<td>The Best Wine-Tour Destinations</td>
</tr>
<tr>
<td>Finding the Right Financial Advisor</td>
<td>History and Culture of St. Patrick’s Day</td>
<td>Incorporate Exercise on Your Next Vacation</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>May: Health &amp; Fitness Issue</th>
<th>June: Summer Issue</th>
<th>July: Technology Issue</th>
<th>August: Wine Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sticking With an Exercise Program</td>
<td>Escape to the Caribbean</td>
<td>Latest Technology Trends for Business Travelers</td>
<td>Behind the Cellar Door: What Goes into Operating a Winery</td>
</tr>
<tr>
<td>The Importance of Sleep to Your Overall Health</td>
<td>Best and Worst Sunscreens</td>
<td>How Technology Can Improve your Golf Game</td>
<td>Decanting Wine: How and Why?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>September: Business Issue</th>
<th>October: Dining Issue</th>
<th>November: Style Issue</th>
<th>December: Holiday Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Becoming a Successful Entrepreneur</td>
<td>Choosing Organic vs. Conventional Food</td>
<td>Home Decor: Do it yourself or hire a decorator?</td>
<td>Entertaining Tips &amp; Ideas</td>
</tr>
<tr>
<td>Choosing a Financial Advisor for your Retirement Plan</td>
<td>Recipe Corner</td>
<td>The Latest Trends in Golf &amp; Fitness Apparel</td>
<td>Traditional Holiday Recipes</td>
</tr>
<tr>
<td>Creating a Productive Atmosphere for your Office</td>
<td>How to Pair the Right Wine with your Meal</td>
<td>How to Find Your Own Personal Style</td>
<td>Kale Your Holiday Season Stress-Free</td>
</tr>
</tbody>
</table>
EXECUTION: INSTITUTING A PRODUCTION PROCESS

Having an organized plan will lead to more effective communications

Pre-Launch Planning
VCT will set up a Client consultation to identify preferences regarding design elements, distribution schedule, and specific goals and objectives for the eNewsletter. VCT will also review the launch process and target schedule.

Content Review & Entry
- Review & development of content provided
- Revise evident spelling errors and/or format discrepancies
- Enter articles/images into eNewsletter

Quality Assurance/Testing
- Ensure content formatting & design layout are intact
- Test eNewsletter in multiple email clients
- Ensure link integrity
- Spam review

eNewsletter Publication
- Publish eNewsletter Minimally
- Provide preview to Client for review
- Perform requested edits
- Prepare final preview for Client approval prior to distribution

Content Collection
- Utilize VCT Article Submission Form
- Upload content and images to Client Service Portal
- Subscriber Data & Opt Outs (email to VCT Account Manager)

Content Submission
- eNewsletter Review
- Review eNewsletter
- Send feedback and requested edits

eNewsletter Distribution
- Distribute eNewsletter to Member/Subscriber list according to established distribution schedule
- E-mail delivery professionals work directly with testing ISPs to maximize e-mail deliverability

Reporting
- Send Metrics Report along with periodic Best Practices tips to Improve Member Activation
- Review automated overview metric reports
EXECUTION: ENSURING THE METRICS HELP YOU IMPROVE YOUR RESULTS
EXECUTION: LEVERAGING YOUR DATABASE- RIGHT MESSAGE, RIGHT MEMBER...
COMMUNICATION AS A SERVICE: LIFESTYLE INTERESTS = VALUE + “ENGAGEMENT”

- Health/Fitness
- Planning a Wedding
- Wine Pairing
- Executing Great Events
- Healthy Food Trends
- Family Fun

**Fried and Fabulous**
Fried Delicacies With a Modern Twist

While fried foods may be perceived as unhealthy, we can find healthier alternatives. For example, instead of deep-frying, try using a healthier cooking method like air-frying or grilling. This not only improves the nutritional value but also keeps the flavor intact.

**Stretch it Out**
Simple Stretches to Improve Your Game

Stretches are essential for preventing injuries and improving flexibility. Incorporating regular stretching into your routine can significantly enhance your performance and prevent accidents.

**Networking your Way to New Opportunities**

Networking is about increasing your contacts, building relationships, and expanding your circle of influence. For some people, who are born socializers, being a savvy networker is like second nature to them. For the rest of us, we have to work at it. Here are some tips that will help you become a pro at it.

First, dress well. Look good, look professional and carry yourself well.

Applying enthusiastic and avoid folding your arms when you move. Make appropriate eye contact. Smile when introduced, and give a firm handshake.

Now, we come to the part of the introduction.

Most people just introduce themselves along the lines of “I’m John Doe, I’m an electrical engineer working in XYZ company.” Suppose that you are at an event, and there you meet 20 people, all of whom you have never met before, who all use a similar introduction.
COMMUNICATION AS A SERVICE: ENTERTAINMENT = VALUE + ENGAGEMENT

✓ Chef Videos
✓ Event Photos
✓ Podcasts
✓ Polls
✓ Contests
COMMUNICATION AS A SERVICE: THINK LIKE A MAGAZINE PUBLISHER

How to Pair the Right Wine With Your Meal

The Penn Club will be sure to perfectly pair four different wines with each course of your meal at the September 24th wine dinner.

We've all heard that red wine goes with red meat, white wine with white meat. But that was in good old days of steak Diane and chicken supreme, when red wine meant Cabernet and white meant Chablis. Tastes have moved on. Now the sheer number of different wines on the market can be bewildering.

What do you pair when you're set to serve an eclectic menu of exotic fusion food to a party of vegetarians? Here are ten wine rules to see you through.

1. Serve lighter wines before full-bodied, white before red, dry before sweet, old-world before new.

Reverse the order and that full-bodied Australian red will overpower the delicate flavors of the light, dry French white.

September Wine Dinner

Thursday, September 24th

After the summer break, the beach, the BBQs and so many other activities, we are inviting you back to your club for another welcome back feast with food and wine pairing.

Events at a Glance

SEPTEMBER / OCTOBER

Offer members entertaining content and at the same time promote club events and private event opportunities that tie in.
COMMUNICATION AS A SERVICE: CREATING CONVENIENCE – “BOOK TODAY”

IN THIS ISSUE

Tips from a Pro

U.S. Open Gear Has Arrived

2012 Men’s and Ladies’ Club Championship

Vertical Mowing

Karaoke Night

Emerging Wine Countries

UPCOMING EVENTS

9/10
Karaoke Night at The Founders Club

9/17
Wine Tasting at The Reserve Club

9/21
Member Mixer at The Members Club

GOLF & TENNIS NEWS

Tips from a Pro
Planning to Tramp Conditions: Weld
By Mihir Panjwani

2012 Men’s and Ladies’ Club Championship

Vertical Mowing

Karaoke Night

Emerging Wine Countries

U.S. Open Gear Has Arrived

9/10 - 9/17
Reserve Club course closed

9/11 - 9/17
Reserve Club closed for lunch

9/14
Founders Club Bar and Grille closing at 3:00 pm

9/15
Members Club Bar and Grille closing at 3:00 pm

9/19 - 9/21
Founders Club course closed

9/15 - 9/16
Founders Club course for lunch

9/20
Members Club and Members Club Bar and Grille closing at 3:00 pm

9/20 - 9/22
Ladies Club course closed

Weekly Update

Social Event

Golf

Tennis

Make a Reservation

Follow Us

Golf Course Maintenance Blog

Member Experience. Activated.
COMMUNICATION AS A SERVICE: CATERING TO MEMBER PREFERENCES

Enable Opportunities:
“Keep me posted on Catering/Private Event Info and Special Opportunities”
COMMUNICATION AS A SERVICE: MAKE ACTIVATION & REFERRALS EASY!

Due to its ease and widespread use, email can be a great way to increase your private events, catering sales and member referrals...
COMMUNICATION AS A SERVICE:
PROVIDING A MULTI-CHANNEL APPROACH

eNewsletter Content

THIS WEEK IN CLUB NEWS

Highlights From The Advisory Committee Meeting

By Marc Barlow

Dear fellow St. James Club Members,

Your Advisory Committee met for a regularly scheduled session on Friday August 17, 2012.

Read more

GOLF & TENNIS NEWS

Patriot Golf Day

The Clubs at St. James Plantation will be participating in the 5th Annual Patriot Golf Day, to be held at Labor Day weekend, August 31-September 3.

Read more

9 & Dine

The Players Club

Join us at 4:00 p.m. on Sunday, September 2 for a special lunch menu followed by dinner at The Players Club.

Read more
COMMUNICATION AS A SERVICE: MAKING IT RELEVANT/TARGETED
THE FUTURE MEMBER EXPERIENCE...ENHANCED
ACTIVATION & FEEDBACK LOOPS: **ANALYZE, ACTIVATE, ADAPT**

- eCommunications
- Website/ePublications
- Social Media?
- Polls
- Surveys
- Transactions

Club to Members

- Fully Engaged Members
- Targeted Messaging
- Improved Programming
- **Memorable Moments**

Members to Club

- Preferences
- Direct Feedback
- Analytics
- Spending/Conversions
ACTIVATION & FEEDBACK LOOPS: THE ULTIMATE END RESULT

VALUE FOR MEMBERS
A personalized member experience

Wine Tasting Event

VALUE FOR CLUB
Feedback to plan the next great event!

FOLLOW UP
Satisfaction survey with customized coupon for wine of preference

PLANNING & PROMOTION
Priority placement in newsletter for members that fit wine interest criteria

CUSTOMIZATION
Plan event around identified member interests / preferences

DRIVE EVENT REGISTRATION
Link to website registration portal

IDENTIFY PREFERENCES
Wine & cheese preference survey emailed to registrants
INDUSTRY LEADERSHIP & EDUCATION: **TAKE THE STAGE**
In order to keep Members engaged with your Club, and with your department, your programs and services (including your communications!) **must be relevant, personalized and targeted** – and delivered through the Member’s preferred communications channel(s).

**Final Thoughts...**

The new Club Member is a “Connected” Member and he/she will make up the bulk of your Club moving forward – **go where they are...but do it strategically and with a plan behind it.**

**Clubs must start planning now** in order to get the entire team working off the same “playbook”.

**Member Experience Strategic Planning (MESP) is essential** for captivating your members, introducing new programs and services, and continuously engaging them...for life!
The Floor is Yours...

Thank You!
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