



TRAVELERS CHAMPIONSHIP



HOW DO I ENSURE STAFF USE THIS TIME EFFECTIVELY?

The easiest way to ensure guests are happy on-site is to encourage your staff to use their time effectively. When guests arrive each day, the company host should greet them at the door and record their name and an indicator (i.e. shirt color or hat type) so other staff can identify and remember them throughout the week. The registration sheet should already indicate whether they are a customer or prospect. Once guests have been greeted by company representatives, the staff should continue to mingle and introduce them to other company employees and guests. At the event, sales staff may ask to set up a follow-up phone call or appointment, but leave more formal communication until after the event. Discreetly noting any specific information from the conversation on-site will give a personal touch to communication after the event.

It is important to have at least two company representatives on-site in the venue at all times. In addition to the point person or sponsorship team, the majority of PGA TOUR sponsors have high level executives attend each day. An easy way to distinguish company staff from guests is to provide a uniform and/or name tag for company staff.

“Connecting each guest with the casual contact and then introducing them to the rest of the team ensures an optimal experience.”

-Energy/Oil Company

SUMMARY

- Record guest name and an indicator at check-in so all staff can identify the guest throughout the event
- When appropriate, ask guests for a follow-up call or appointment
- Have at least two company representatives in the venue at all times
- Have a uniform and/or name tag for each company representative

CASE STUDY

The majority of PGA TOUR sponsors have a representative sample of employees from the company to mingle with guests and encourage future meetings once the event is over. For example, a manufacturing company has a wide variety of company representatives attend the event, such as top management, regional leaders, district leaders, local employees and headquarters support functions. Their roles on-site range from hosting guests to distributing gifts. Each staff member is easily identifiable by the team’s matching golf polos.