

2018 CALENDAR

NEW ERA GOLF

- Based on 2016 & 2017 Events & Content Calendar
 - I will continue to update as I get in course event info and schedule emails.
 - Includes:
 - Annual Events
 - Member Events
 - All member events will begin registration & promotion the following Monday after the last tournament ends
 - Spring & Fall Leagues, Spring & Fall Clinics, Junior Camps
 - Annual Major Social Events & Holidays
 - Brunch Events: Easter, Mother's Day, Father's Day, Santa Brunch
 - Burger & Drink Wknd: Memorial Day, Father's Day, Labor Day, 4th of July
 - Excludes:
 - Minor or Weekly Social Events
 - Please send ANY info and calendars to Amy ASAP!
 - Charity Tournaments / Outings
- Tournaments: *recommend* registrations be available and promotion begin 2-3 months in advance
 - Pending info from the course
- Busy season: when course has tournaments 1x or 2x / month, recommend:
 - Have as many advance registration options available in online store as possible
 - Promote the next current upcoming tournament as main email/promotion, but include other upcoming tournaments in email "sidebar" with registrations open
 - Start email promotions for next tournament the Monday after the last one ends
- Monthly "DISCUSS" bubbles
 - Start the month with contact, discuss events and items on the agenda (finalize plans, prices, event details)
- Weekly bubbles
 - Blue Bubbles: Recommended items for promotion (emails & corresponding social media)
 - Yellow Bubbles: Scheduled/Sent email promotions
 - Every Single Monday I will reach out to every NEG contact who is involved with events/marketing on the course level:
 - I will let you know what is on the calendar for email / social that week
 - This contact gives you the opportunity to change, add or cancel info
 - I'll send email proofs for new emails. Repeat emails will be scheduled without proof (you will be told every Monday before the email goes out.)
 - I will not create emails for the week unless it's discussed & approved.
- Info will evolve throughout the year, but I'll keep this calendar updated weekly with the latest version available at <http://golfclubofdublin.com/marketing/>

DISCUSS:

recommended

scheduled / sent

New Albany Links, Glenross Golf Club, Royal American Links, Golf Club of Dublin, Bent Tree Golf Club, Members Only
 NEG Events, Holidays & Promotions

DISCUSS:
 -WEBSITE UPDATES
 -JANUARY, FEBRUARY, MARCH
 HOLIDAYS / VALENTINE & ST. PATS
 -SPRING LEAGUES

January 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
GCD FATHER DAUGHTER	1 New Year's Day	2	3	NAL UPCOMING EVENTS	NAL DADDY DAUGHTER	6
7	GCD FATHER DAUGHTER	RAL WINTER PARTIES	NAL UPCOMING EVENTS	NAL PAYS TO PLAY PAYS 2 PLAY THRU 3.15 INDOOR TENNIS START	12	13 FATHER DAUGHT DANCE
14 MLK Jr. Day	15 GR FOOD TRUCKS	16 GCD MOTHER SON	17 NAL UPCOMING RAL THANK YOU	18 BT IRISH OPEN NAL PGA JR LGE	19	20
21 GALAXY PAINT NIGHT	22	23 RAL WINTER PARTIES NAL PGA JR LGE NEG GOLF WKNKD	24 NAL UPCOMING GCD GOLF ROOM	25 GR FOOD TRUCKS RAL VDAY	26 NAL FISH FRY GCD MOTHER SON	27 RAL IRISH OPEN
28	29 NAL PUB	30 RAL VDAY BT IRISH OPEN	31 BT IRISH OPEN GCD MOTHER SON NAL PGA JR LGE	NEG PUNCH CARDS NAL SM EVENTS RAL IRISH OPEN	GCD FISH FRY GR FOOD TRUCKS	

NOTES

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- DISCUSS:
- SPRING RATES START MARCH
 - MARCH / APRIL EVENTS
 - PUNCH CARDS
 - VALENTINES
 - SP PATRICS, IRISH OPEN

February 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					NEG 2018 PUNCH CARD SALE 2	3
				NAL SM EVENTS	GCD FISH FRY	MOTHER SON DANCE
				RAL IRISH OPEN	GR FOOD TRUCKS	
4	NEG 2018 PUNCH CARD SALE		NAL SM EVENTS 7		8	NEG 2018 PUNCH CARD SALE 10
			RAL VDAY		LINKS MARDI GRAS	GCD FISH FRY
				BT IRISH OPEN	RAL IRISH OPEN	GR FOOD TRUCKS
						VDAY EVENT
11	NEG 2018 PUNCH CARD SALE		NAL FISH FRY 14	BT IRISH OPEN 15	16	17
		RAL IRISH OPEN	Valentine's Day	NAL SM EVENTS	FISH FRY START	
NAL PUB		NEG - CLOVER	GCD FISH FRY			
18		19	BT IRISH OPEN 20			
VALENTINE PAINT NIGHT	President's Day			21	RAL IRISH OPEN 22	GCD FISH FRY 23
					NAL SM EVENTS	GR FOOD TRUCKS 24
					GCD CHILI	
25	NAL OPENING CLASSIC 26	RAL WINTER PARTIES 27	NAL SM EVENTS 28	GCD FISH FRY	GCD SPRING LEAGUES	NAL PUB
			GCD CHILI	NAL FISH FRY		

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- DISCUSS:
- EASTER BRUNCH
 - FIRST MEMBER EVENT
 - MAY EVENTS
 - DAYLIGHT SAVING PROMO?
 - GCD RENOVATION
 - FISH FRY INFO

March 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			SPRING SPECIAL RATES	GCD FISH FRY NAL FISH FRY	RAL IRISH OPEN	GR FOOD TRUCKS
NAL EASTER		RAL IRISH OPEN	BT IRISH OPEN		DAYLIGHT SAVING INTRO SPRING GOLF SPECIALS	
EASTER BRUNCH PROMOTIONS			NAL SM EVENTS		GCD FISH FRY NAL FISH FRY	
RAL IRISH OPEN	GR FOOD TRUCKS			GCD FISH FRY NAL FISH FRY		
Daylight Saving	NAL EASTER		NAL SM EVENTS			St. Patrick's Day IRISH O, IRISH O
BT IRISH OPEN				GR FOOD TRUCKS	GCD FISH FRY NAL FISH FRY	
			NAL SM EVENTS			CHILI COOKOFF SCRAM MEMBER SPRING MEET
			LADIES LGUE LUNCHEON		Good Friday	GR FOOD TRUCKS
OPENING CLASSIC			NAL SM EVENTS			

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DISCUSS:
 -JUNE EVENTS
 -MOTHER'S DAY BRUNCH
 -MEMBER EVENT
 -JUNIOR SUMMER CAMPS

April 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Easter Sunday BRUNCH: NAL, BT, GCD	2	3	4 NAL SM EVENTS	5	6	7
MOTHER'S DAY BRUNCH PROMOTIONS	9	10	11 NAL SM EVENTS	12	13	14 LONE RANGER
15	16 NAL MON LGE START	17 NAL TUE LGE START TUES LADIES LGE START LADY CLINICS SESH 1	18 2-MAN LGE START LADY CLINICS SESH 2 NAL SM EVENTS	19 THUR MENS LGE START	20 WING DING SCRAMBLE	21 BIG HOLE SCRAM
22 Earth Day MEMBER OPEN DAY	23 MON LADY LGE START	24	25 SHAM LADY LGE START NAL SM EVENTS	26 LADY CLINICS SESH 3	27	28
29	30					

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DISCUSS:
 -JULY EVENTS
 -MEMBER EVENT
 -JUNE JUNIOR GOLF
 -JUNE GOLF SPECIAL
 -FATHER'S DAY BRUNCH & PROMOTIONS

May 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			2 WEDS LADIES GOLF CLIN	3	4	5 Cinco de Mayo SAT LADIES GOLF CLIN CINCO SCRAMBLE
6	7	8	9	10	11	12 MEMBER 2BALL
13 Mother's Day BRUNCH: RAL, BT MOMS PLAY FREE	14	15	16	17	18 COUPLES GOLF	19
20 FATHER'S DAY BRUNCH PROMOTIONS	21 NEG MEM DAY PROMO	22 LADY CLINICS SESH 4	23	24 NEG MEM DAY PROMO	25 MEMORIAL DA WKND COUPLES GOLF MAY MAYHEM GOLF	26 BURGER PROMOTION
27 ALL TT BF 1PM S/S/M NEG MEM DAY PROMO	28 Memorial Day	29	30 SUMMER JUN CL START	31		

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DISCUSS:
 -4TH OF JULY PROMOTION
 -AUGUST EVENTS
 -MEMBER EVENT

June 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					FATHER'S DAY GIFT CARDS	2
3	4	NAL JR CAMP 1	NAL JR CAMP 1	7	8	9
					COUPLES GOLF	MEMBER/GUEST
10	11	NAL JR CAMP 2	NAL JR CAMP 2	14	15	16
					SUMMER JR CL 2 START FATHER SON SCRAMBLE	
17	18	GCD JR CAMP 1 NAL JR CAMP 3	GCD JR CAMP 1 NAL JR CAMP 3	21	22	23
Father's Day				GCD JR CAMP 1	GCD JR CAMP 1	SUMMER BASH SHMBLE
24	25	NAL JR CAMP 4	NAL JR CAMP 4	28	29	30
		NEG TUES & WEDS 4 TH JULY			COUPLES GOLF	NEG TUES & WEDS 4 TH JULY

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DISCUSS:
 -FALL GOLF LEAGUES
 -MEMBER EVENT
 -SEPTEMBER EVENTS
 -MODIFIED MEMBERSHIP

July 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
SUMMER MODIFIED MEMBERSHIP	2	3	4	5	6	7
		TUES/WED 4 TH PROMO NEG TUES & WEDS 4 TH JULY	Independence Day			
8	9	10	11	12	13	14
		NAL JR CAMP 1 LADY CLINIC SESH 1	NAL JR CAMP 1		COUPLES GOLF	
15	16	17	18	19	20	21
		GCD JR CAMP 2 NAL JR CAMP 2	GCD JR CAMP 2 NAL JR CAMP 2	GCD JR CAMP 2	GCD JR CAMP 2	MEMBER/MEMBER
22	23	24	25	26	27	28
		NAL JR CAMP 3	NAL JR CAMP 3	LADY CLINIC SESH 2		
29	30	31				
		NAL JR CAMP 4	NAL JR CAMP 4			

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DISCUSS:
 -LABOR DAY WEEKEND
 SPECIAL
 -OCTOBER EVENTS

August 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		GCD JR CAMP 3 NAL JR CAMP	GCD JR CAMP 3 NAL JR CAMP	GCD JR CAMP 3	GCD JR CAMP 3	
5	6	7 NAL JR CAMP	8 NAL JR CAMP	9	10	11
12	13	14 LADY CLINIC SESH 3	15	16	17 COUPLES GOLF	18 MEMBER CLUB CHAMP
19 TAILGATE KICKOFF MEMBER CLUB CHAMP	20	21 MEN FALL LGE START	22	23	24 JR CLINIC SESH 1 COUPLES GOLF	25 JR CLINIC SESH 2
26	27 LD WKND PROMO	28 GR TUES LGE START	29	30	31	

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- DISCUSS:
- NOVEMBER EVENTS
 - MEMBER EVENT
 - OCT 1 NEW MEMBER SPECIAL
 - 12 WKS OF CHRISTMAS

September 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
BOOKING FOR HOLIDAYS					LD WKND PROMO Labor Day Wknd	1 LD WKND PROMOTION
LD WKND PROMO 2 BURGER & DRINK	LD WKND PROMO TT BF 2PM S/S/M	3	4	5	6	7 COUPLES GOLF
9 PIGOUT SCRAMBLE	10	11	12	13	14	15 MEMBER NEG CUP
16	17 GR MON LGE START	18	19	20	21	22
23	24	25	26	27	28	29
30						

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- DISCUSS:
- HOLIDAY VENUE SPECIALS
 - NOVEMBER / DECEMBER EVENTS
 - MEMBER EVENT
 - THANKSGIVING & BLACK FRIDAY
EVENTS & SALES

October 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
BOOKING FOR HOLIDAYS		1 MEMBER EARLY RENEWAL INCENTIVE	3	4	5	6
	OCT 1 NEW MEMBER DRIVE "FALL GOLF SPECIAL"					
7	8 Columbus Day	9	10	11	12	13
14 OKTOBERFEST PIG ROAST SCRAMBLE	15	16 Boss' Day	17	18	19	20 END SEASON SHABANG
21 MJ MEM GOLF OUT	22	23	24	25	26	27
28 GREENS K REVENGE	29	30	31 Halloween			

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DISCUSS:
 -WINTER RATES
 -THANKSGIVING
 -BLACK FRI / CYBER MON
 -DECEMBER EVENTS

November 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
BOOKING FOR HOLIDAYS					DAYLIGHT SAVING INTRO FALL GOLF SPECIALS	3 END SEASON SHABANG
4 Daylight Saving	5	6	7	8	9	10
11 Veterans Day NAL CHILI OPEN	12	13	14	15	16	17
HOLIDAY HOURS, SHOP SALES 18 13 TH CHILI OPEN	19	20	21	Thanksgiving	22 Black Friday	23 BLACK FRIDAY SALES, PUNCH CARDS, WINTER GOLF 24
SANTA BRUNCH PROMOTIONS	25 Cyber Monday	26	27	28	29	30
BLACK FRIDAY SALES, PUNCH CARDS, WINTER GOLF						

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- DISCUSS:
- HOLIDAY CLOSURES
 - GIFT CARD PROMOTIONS
 - HOLIDAY MESSAGES
 - SANTA BRUNCH PROMOTIONS

December 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9 BT SANTA BRUNCH RAL SANTA BRUNCH	10	11	12	13	14	15
16 NAL SANTA BRUNCH GR SANTA BRUNCH GCD SANTA BRUNCH	17	18	19	20	21	22
23	24	25 Christmas	26	27	28	29
30 NYE	31					

NOTES