**Marketing – How to Produce and Communicate with Video**

[REGISTER HERE LINK](https://cep.golf.org.au/golfaustraliawebinars-Marketing-Create-Video)

Date – Thursday 20th August

Time - QLD, NSW, VIC, ACT, TAS 11am - SA, NT 10.30am - WA 9am

Who should attend? – General Managers, Marketing & Communication Managers and Committee Members of Mid-Large Clubs, or clubs that simply want to communicate to their community differently.

Description – If regular video communication is not already part of your club communications plan, now is the time to incorporate it. Video is a powerful way to engage with your current members and help you promote to potential members. On this GA webinar, discover how to produce your own club video content with ease. Whether you’re completely new to the world of producing video or whether you’re already doing it, this webinar will provide valuable insight and take-aways no matter where you are on your video journey.

Hosts - GA Content Lead, Justin Falconer and GA Digital & Marketing Senior Manager, Greg Oakford.

Duration – 60 Minutes plus questions

**Round Table Discussion – Where to for your club from here?**

[REGISTER HERE LINK](https://cep.golf.org.au/golfaustraliawebinars-Marketing-Create-RoundTable)

Date; Thursday 10th September 2020

Time; QLD, NSW, VIC, ACT, TAS 11am - SA, NT 10.30am - WA 9am

Who should attend? – Management & committee from clubs of all sizes

Description - Join a round table discussion of golf club managers and administrators from around the country to as we discuss strategies to help your club come out on the right side of the pandemic. The panel will discuss; long term changes to the playing of golf, reviewing club operations, and planning for the removal of the Jobkeeper stimulus package.

Hosts - GMA’s CEO Paul Vardy, GA’s Clubs & Facilities Support Senior Manager Matt Chesterman

Duration – 60 Minutes plus questions

**Marketing – Email Marketing and Database Management Essentials**

[REGISTER HERE LINK](https://cep.golf.org.au/golfaustraliawebinars-Marketing-Create-Email)

Date – Thursday 22nd September

Time - QLD, NSW, VIC, ACT, TAS 11am - SA, NT 10.30am - WA 9am

Who should attend? – From larger clubs; General Managers, Communications & Marketing Managers, Administration Staff. From smaller clubs; Committee Members with communication responsibilities.

Description – This webinar is ideal for clubs currently using an email system or wanting to move to an email system to effectively develop email marketing campaigns to their members, staff and stakeholders. Expect to learn about the fundamentals of database management, designing email marketing communications, understanding analytics and how you can use the tool ‘Mailchimp’ to assist.

Hosts – GA Campaign & Data Manager, Monica Dinh and GA Digital & Marketing Senior Manager, Greg Oakford.

Duration – 60 Minutes plus questions

**Contact**

For further information, please contact Matt Chesterman,, Clubs & Facilities Support Senior Manager on [clubsupport@golf.org.au](mailto:clubsupport@golf.org.au) .