

LPGA NE Section Webinar

"The Power of Video in Content Marketing to Grow and Retain a Database"

Monday, December 17, 2012 8:00-9:00pm EST

Presenters: Amy Anderson and Jeff Harrison

Many golf professionals think that the only place to use video is on the lesson tee. But video can be used many other ways. Technology has made it so much easier and affordable to use video in every aspect of your marketing plan. For example, video can be used to stay in touch with your customer base, to educate, to build trust, to boost engagement, to drive interest, and also as a call to action.

Think about it: YouTube's daily views number about FOUR BILLION! And not by kids! YouTube's largest audience is ages 45-55! As you can see, people watch a lot of video online. If you do not use video content to market your products and services, you're missing out!

In this webinar, you will discover how to set up a video campaign from creation to tracking of responses.

About Amy Anderson



Amy is an LPGA Class A Professional who has been in the golf business for 15 years. She is a coaching and teaching pro with The First Tee Coachella Valley in Palm Desert, Calif., and an LPGA-USGA Girls Golf Co-Site Director.

Most of Amy's golf career was spent in Colorado. Her favorite time of any day is when she is on the lesson tee. Amy also has a teaching degree and taught school in Colorado. She could beat any student out the door to recess, so decided to take her enthusiasm for teaching to the outdoors and worked for Colorado Outward Bound School. There she enjoyed working with students of all ages climbing mountains, rock climbing, and rafting, sometimes spending up to 30 days in the wilderness!

It was not until she had enough of sleeping outdoors that she took up golf. From day one she was hooked. With tons of perseverance and hard work she was able to pass the playing test after a summer and joined the LPGA. She got involved with The First Tee when she enrolled her nephew in the program. He thought she would make a great volunteer, so she enlisted.

About Jeff Harrison

Jeff's background includes being a PGA Professional, playing and teaching for a living. He has focused on helping other golf professionals and business owners leverage the power of social media and the internet to boost and sustain their business and revenues.





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Registration Form

WK12-W5 ~ The Power of Video

Monday, December 17, 2012

8:00 - 9:00pm EST

LPGA Members

Non-Members

□ ✓ \$50.00

□ ✓ \$75.00

Registration Deadline: Tuesday, December 9, 2012

| Name: | | LPGA ID #: |
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I understand and agree to abide by the following:

Payment Policy: Payment for the full program fee in **U.S. funds**, made payable to the LPGA T&CP Membership, must be included. Payments will be processed upon receipt.

An insufficient funds or returned check will incur a fee of 50% of the check amount or credit card charge plus a \$25 U.S. bank charge. **Cancellation Policy:** The program may be cancelled due to lack of the minimum number of participants required. **Cancellations received** two weeks or less **from the date of the program, and no-shows, will** forfeit 100% of the program fee.

Mail registration form with payment to:

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or FAX to: 386-274-1099 or SCAN and email to gwen.checho@lpga.com

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Note: You will be sent instructions for participating in the Webinar with your registration confirmation.