



DYLAN GOLF ORGANISATION

Dylan Bawden Director of golf teaching.

Assistant Head Professional

Main Activities

Shnupper

Introduce people to the game of golf through a friendly and accessible environment. The teaching will be of a nature that is fun and rewarding, not regimental and frightening.

Platzreife Courses.

Weekday courses, week evening courses, weekend courses, intensive courses, prolonged courses, private courses.

These will be structured to suit the public in terms of their timetables. Marketing tools will be used to research optimal timetables.

Tournament Reife Courses

Same as above.

Specific Courses

Short game, Long game, Trouble shots, Courses management, Mental Game courses.

Private Lessons

50-minute lessons. 1 to 3 max. Improvement and goal sheets drawn up to record progress and direction.



Playing Lessons

9, 18, or 3 hole academy lessons are of great importance and benefit for pupils. Playing the game isn't practicing the game. As I know so personally well.

Equipment and Space Needed

The driving range both sides can be utilized for practice and teaching out of the way of members. The 3 hole academy needs to be utilized as often as possible so that students can get the feeling of playing golf as soon as possible. This is true golf and is the hook of the game.

The short game area needs to be utilized for courses and privates.

Markers showing teaching in progress can be used for courtesy.

Better markers on the range will better present the range itself. Cut greens with flags at specific distances are very attractive and motivational.

Bag stands on range so that people can place their bags on with club head cleaners to clean clubs after a practice session. Very attractive part of a practice facility.

Flags placed on either side of range promoting Dylan Golf attracts interest and promotes a sense of purpose.

Undercover range itself can be optimised simply with a coat of white paint, mirrors, pictures, and dividers. Anything that makes it a professional learning and practicing facility.

Clubs and bags will be available for courses and shnappers, 7 iron, PW, Putter. These can be used throughout the course under a deposit and then returned after the course. This creates interest in buying an actual set from the shop.



Golf Pro Duties and Etiquette

As qualified golf professionals we must be presentable and friendly at all times. We are promoting the game of golf in its essence and tradition. We are also helping people enjoy the game better at all times. That is our purpose and business.

Punctuality is of massive importance. Arriving in the morning in plenty of time to set up courses, and prepare for the days teaching.

The use of fluent German is important.

General weekly meetings will be enforced for strategic planning, goals and new ideas. Also timetable planning, questions, general teamwork.

Promotion will be done throughout the area. I have in my experience as golf pro gone to leisure days for businesses in Hamburg throughout the year promoting a club. Very good experience in meeting people and promoting the club. I wish to do this in Vienna and surrounding areas.

Newspaper articles, radio promotions, TV promotions, magazine promotions can all be organised. Which I have done throughout my career. Also Website promotion.

Database of emails will be compiled to inform clients of future courses, events, ideas, articles, etc.