

PRO2PRO BEST PRACTICES "COMMUNICATE YOUR EVENTS"

BY: ERIC GILLILAND



Much has been written about the utilization of e-mail and social media platforms to reach customers. We have had great success in utilizing e-mail to increase tournament participation.

During the off-season our staff prepares all tournament flyers and attaches them to promotional e-mails. The promotional e-mails are each scheduled to send precisely one month in advance of the event date. As events begin to fill, a member of our staff sends an e-mail listing the current registrants and a reminder of the deadline date.

This communication serves as a registration reminder as well as confirmation for players who are in the field. This process has helped greatly in filling events and shoring up communication gaps.

