



2016 Florida Membership & Marketing Symposium

Monday, June 6, 2016 - Isleworth Golf & Country Club

[REGISTER NOW](#) | [LEARN MORE ONLINE](#)

Two Great Takeaway Gifts!!!

In addition to a day of education and networking, 2016 Florida Membership & Marketing Symposium attendees will receive...

The Principles of Potential CD

"The Principles of Potential" is an A to Z guide that will help you discover how to:

- Increase Your Daily Positivity and Confidence
- Stay Focused and Have an Attitude of Gratitude
Rise Above and Tackle Daily Challenges
- Live With Passion and Purpose
- Live a Happy Life and Realize All Your Ambitions

Practicing these principles every day will give you the Proven Blueprint you need to Unleash Your Potential and Achieve any Goal you Desire!

7 Elements of Highly Effective Advertising E-Book

The goal of this book is to get you thinking differently about the ads and marketing collateral you create. This book teaches a seven step system to creating effective ads that you will be able to apply to literally any campaign you create, whether it's digital or in print, for existing clients or prospective ones, both internal and external campaigns.

[REGISTER NOW](#) | [LEARN MORE ONLINE](#)

Testimonials

"I joined PCMA shortly after transitioning into the private club industry because I firmly believe that continuous education and development and networking with other dedicated professionals in the industry is the key to my success. Initially, I really had to pitch the value of participating in a PCMA educational opportunities, including the Florida Symposium, to my club leadership. But after attending my first PCMA event, returning with pages of inspiring ideas, and an action plan of best practices to implement at my club, I was able to prove that time and money invested in PCMA's educational opportunities are priceless. For me, any marketing and sales-specific educational opportunity such as the Florida Symposium is a winning proposition. Who knows the local market better than my trusted colleagues and friendly competitors here in Florida? Why wouldn't one want to be a part of this extraordinary 'think tank' of dedicated club industry professionals? I am already looking forward to it."

Lisa Spiller - Director of Marketing and Membership Sales - Bay Colony Golf Club - Naples, FL

"I joined PCMA immediately after starting my job as a membership director and the organization helped me to not only understand my new role and responsibilities, but gave me insight as to current market trends, best practices in the industry, and so much more. It is now 5 years later and I truly feel that the information I have gained at the Florida symposiums, PCMA conferences, local chapter meetings, and MMI classes has been a huge part of my club's success in selling, retaining and growing our membership. The networking is invaluable and I encourage everyone to attend and to receive as many ideas as they can!"

Kiarra Roper, CMP - Director of Sales & Marketing - Coral Ridge Country Club - Fort Lauderdale, FL

"Since joining PCMA, my career as a membership professional has changed dramatically. The resources available through PCMA have been invaluable to me and to my club. Due to PCMA resources, I have become the "resident expert" at my club in club trends. I always enjoy our local chapter meetings. I never leave an event without a great take away and we have lots of fun!"

Donna Bilger, CMP - Membership Director - The Amelia Island Club - Amelia Island, FL

"Working in a competitive area, I find that attending the PCMA Florida Symposium is a pre-requisite for success. The quality of the speakers, their industry insight and knowledge of our Florida market can only elevate us to the next level of marketing."

Christine Bolton, CMP - Membership Director - Laurel Oak Country Club - Sarasota, FL

Premier
Professional Club Resources:

clubessential



Jonas
Club Software

Professional Club Resources:



the extraordinary leader



CLUB
MEMBER
INDEX