



2017 Florida Membership & Marketing Symposium Recap

Hosted by The Club at Ibis on June 5th, 2017

Earlier this week our Florida members experienced a day of education and networking at the beautiful Club at Ibis in West Palm Beach, FL. We were treated to amazing hospitality and culinary delights by their very talented team of professionals.

We began the day with a session focused around relationships between real estate agents and private club sales professionals. It seems their largest challenge is communication coming from both sides. Real estate professionals find it difficult to be in touch with private club professionals. They recommend identifying a consistent point of contact for the club who is committed to answering their calls and being available. Private clubs feel real estate agents leave them out of the sales process and occasionally miss-lead prospects when it comes to club membership parameters. The biggest takeaway was the importance of building trust within the partnership.

Next, Florida attorney Michelle Tanzer shared smart solutions to sticky situations many clubs find themselves in. She recommended establishing a grievance committee and regular bylaw updates to support disciplining member conduct. Additionally, when it comes to errant golf balls the best practice is not to assume responsibility or to offer reimbursement.

During our session on communications and technology, we received some great suggestions for subject lines that enhance open rates. Trying subject lines that ask a question was one of the recommendations. They elicit a response and people want closure. And, when it comes to investing in technology to support your communication efforts, the biggest question to ask yourself is, "what is it costing us not to invest?!"

We rounded out the day with best practices for networking professionally. Our presenter, Rita Craig of Top Tier Leadership shared, it's most important to "know before you go." Identify fellow attendees who are influencers, connectors and decisions makers in advance. Set goals for the networking opportunity so you can be intentional and leave with the outcome you desire.