



**PGA**  
2010 FALL EXPO

AUGUST 16 - 18, 2010 | THE VENETIAN | LAS VEGAS, NEVADA

## CREATIVE PRICING AND WAYS TO GENERATE REVENUE

### Topic Description

**Category:** Preparing for a Promotional Event  
**Career Path:** Retail

**Subject:** CREATIVE PRICING AND WAYS TO GENERATE REVENUE

**Presenter:** *Al Sutton, PGA representing Paradise Valley (Ariz.) Country Club as director of golf*

- **Why You (Attendee) Are Taking This Course: list the whys (Narrative following is provided as a sample only)**

In today's results-based environment, learning programs are expected to go well beyond teaching people what they need to know. Rather, programs are expected to change what people do on the job and even more important improve business measures.

Program objectives should go beyond learning – they should reflect application, impact, and even ROI.

- **In attending this program, you will be benefit from learning to:**
  1. Define PGA Professional needs which sets the stage for program learning objectives
  2. Develop program learning objectives for success beyond learning acquired during the program
  3. Use program learning objectives to motivate need for the measurement and evaluation process
  4. Align learning objectives to the business by addressing the goal of business outcomes
- **To transfer this newfound knowledge into bottom-line results, you the PGA Professional should plan to: (Narrative following is provided as a sample only)**
  1. Develop Best Practices for knowledge application
  2. Meet with team/department members for training and establishment of performance expectations
  3. Call current vendor(s) to collaborate on Best Practices
  4. Adjust your Business Plan to performance transfer
  5. Other
- **Plan tomorrow to implement your action plans: (Narrative following is provided as a sample only)**
  1. Make the course relevant to the learner
  2. Help the learner understand how they'll use the information
  3. Create a way for the learner to prove they understand it.

### Who Should Attend

- PGA Members employed or interested in furthering their career in CAREER PATH (PGA to select), PGA Apprentices, University Students, and International PGA Members

### Schedule

August 17, 2010 \* PGA Fall Expo \* Venetian Resort & Convention Center\* Room # \* 10:45A - 11:45A