

## Guest Day Chair

With the support of her Committee, the WGA Board, the WGC staff and The Lawn, the Guest Day Chair plans, coordinates and oversees all aspects of Guest Day.

- **10-12 weeks before the event**
  - Creates and leads a Committee of representatives from each of the leagues to oversee Guest Day preparations. The WGA Board can be asked for suggestions for committee members, if needed.
  - Seeks out reports from past Guest Days and reaches out to past Chairs for guidance.
  - With the committee, develops a theme and name for the event.
  - In conjunction with the WGA Treasurer, and using past Guest Day reports, creates a budget (link) based on 100 participants. This budget should include the entry fee and costs for food, decorations, guest favors and prizes. In this budget, projected revenue for the event (including the contribution to the cost of the event from WGA) should be equal to or greater than projected expenses. It is the responsibility of the Chair to make sure the event and Committee stay within this budget.
  - The budget should be presented to the WGA Board at a board meeting or via email to all WGA Board members before the Committee begins spending money
  - While Committee members are expected to help out with all tasks as needed, the Chair might consider assigning each Committee member the responsibility for one of the following areas:
    - Luncheon: Serves as the liaison with The Lawn to develop a menu that meets budget requirements, to discuss and approve the seating configuration, and to approve the final invoice and facilitate payment by the WGA Treasurer. Determine the best way to communicate with The Lawn staff, keeping in mind that they are a public restaurant.
    - Decorations: Design and make/acquire decorations while staying within the budget. Recruit volunteers to help with set-up and clean-up for the event, noting that set-up cannot take place until after The Lawn closes the night before the event.
    - Guest favors and prizes: Investigate sources for guest favors, using past reports for ideas. Ask The Lawn for a gift certificate and the WGC for a donations of golf equipment or rounds of golf.
    - Event promotion: Develop a “poster” with graphics and key information about the event and its theme, to be used on the website, bulletin board, and in emails. Write the content for all emails to be sent to members.

Place existing outdoor signs prior to the event, and return them to the appropriate storage location afterward.

- WGC staff liaison – Provide/request all needed information to/from the WGC staff on a timely basis.

- **8-10 weeks before the event**

- Event Promotion: Create the “poster” to be used in all communications. Creates content for the registration page and other emails to be sent. Note that all Guest Day information on the website, including the content of the registration page, and all email content to be sent, are the responsibility of the Chair and her Committee. The Chair must take into consideration the purpose of the communication, scheduling details, any graphics, and all content before transmitting the information to the Communications Co-Directors. The Communications Co-Directors are responsible for managing registration parameters on the website, placing content on the website or WGA stationary, and email distribution to members.
- Luncheon: Meet with the Lawn to develop a menu that meets budget requirements, and to discuss types of food service and seating configuration.
- Decorations: Develop plans for decorating the event space in keeping with the theme and order any necessary materials while staying within budget. Also, check the WGA locker for useful past decorations.
- Guest Day favors and prizes: Order theme-related guest favors, using past sources or seeking new sources. Request gift certificates from The Lawn and the WGC to be used as prizes for special competitions. Additional monetary prizes for winning foursomes are traditional.
- WGC staff liaison: Coordinates with the WGC staff regarding golf structure for the event including special competitions (i.e., closest to the pin, etc.)

- **6 weeks before the event**

- Event Promotion: Create a buzz about Guest Day by decorating the WGA bulletin board and placing Guest Day signs from the WGA locker room for on-site advertising.

- **5 weeks before the event**

- Sends content to the Communication Co-Directors for an email to be sent to members announcing that registration will open in a few days and describing the event in enough detail to create interest.
- Communicates with Communication Co-Directors to open registration 4-5 weeks prior to the event. All registrations are to be made online at [WGAwilmette.com](http://WGAwilmette.com).

- **4 weeks before the event**

- Consults with the WGA Board to discuss pertinent issues and secure guidance on how to proceed.
- Coordinates with the WGA Registrar to make sure registration is proceeding smoothly, and to address any registration-related issues that may arise.
- Luncheon: Finalize menu and table configuration. If desired, discuss any breakfast items, but the food budget should be used primarily for lunch.
- Decorations: Finalize plans for decorations.
- Guest Day Favors and Prizes: Confirm any orders and any donations.
- WGC staff liaison: Plan the golf structure for the event including special competitions.
- **2 weeks before the event, or earlier if needed**
  - Sends content to the Communication Co-Directors for a second email to be sent to members when registration is close to closing, due to timing or the event becoming full.
  - Develop a contingency plan for cancellation of golf due to inclement weather; including timing of lunch, how prizes will be awarded, etc.
- **1 week before the event**
  - Communicates with Communication Co-Directors to close registration
  - Sends content to the Communication Co-Directors for a final email a day or two before the event with all pertinent details for the day of the event.
- **Week of the Event**
  - Works with the Registrar to create foursomes for the event.
  - Luncheon: Finalize menu. Work with The Lawn staff in arranging for space, table configuration, menu (breakfast if appropriate but primarily lunch), headcount, timing, etc.
  - Decorations: Finalize decorations. Recruit volunteers for decorating the evening before the event, following the closing of The Lawn.
  - Favors and Prizes: Have favors ready to set on tables. Have prizes (certificates and money) ready in labeled envelopes.
  - WGC staff liaison: Provide foursome compositions. Confirm that the WGC staff will provide pre-printed scorecards reflecting handicaps, written instructions for event play, instructions or announcements to be made orally by WGC staff as carts prepare to leave for their starting holes regarding on-course events, hole assignments. Discuss alternative plans in case weather prohibits golf play.
- **Day of the Event**
  - Consults with WGC staff as to weather related issues that might cause golf to be cancelled. If this happens, oversee the sending of an email to the participants. This should include notice of golf cancellation and what time the luncheon will

begin. Implement contingency plan developed earlier with regard to awarding of prizes.

- Sets up and operates registration/welcome table.
- Confirms carts are assigned and ready with written instructions.
- Oversees the taking of photographs of the day's event.
- **After the Event**
  - Sends selected photos to the Communication Co-Directors to be put on the website.
  - Submits receipts for reimbursement to the WGA Treasurer.
  - Coordinates with the WGA Treasurer to create the final revenue and expense report.
  - Solicits feedback from attendees; what went well and what could be improved.
  - Presents a final report for the event at the next WGA Board meeting and files a written report with WGA president to be passed on to next chair.