

Calgary Ladies Golf Association  
Marketing and Communications Director Report  
Spring AGM  
May 5, 2022

In a second year as a director, the marketing and communications focus will be on creating greater awareness of the organization with the goal of increasing participation in tournaments and events.

This year, myself and our web administrator will continue to use all the new tools that were developed last year in a rebrand to aid us in this goal. Primarily the website and e-blasts are the main messaging vehicles we use to provide detailed information about upcoming events but this year, we're going to take it closer to home by creating pdfs that we hope general managers will pass along to their ladies and junior girls via internal email.

You have been provided a copy of the first pdf we hope to send out that is a general membership booklet that outlines everything a member can participate in. We hear quite often that some people say "they never heard of x" ie. Medalist or what it is. We are hoping that if everyone sees what is offered, if they have any questions, they will come to you for answers!

In your representative package this year, you will also find copies of three event posters and a calendar of events that lists all of our activities at a glance. These items will also be available for download to desktop or print, from our website. Please feel free to add them to any of your internal member newsletters.

From a visual perspective, we have added new caddie bibs with our new logo to complement the new website and e-blast look.

We encourage all members to sign up for our newsletter via e-blasts or on our website and also to follow us on social media, Twitter and Instagram, to get regular updates on events and winners.

Respectfully submitted,

Wendy Ellacott  
Communications Chair  
CLGA