

A man with short brown hair, wearing a dark blue polo shirt, is focused on working on a golf club head. He is using a blue vise to hold the club head steady. The background shows a workshop with various tools and equipment.

**PGA**<sup>®</sup>  
The Professional Golfers'  
Association

# Qualifications Toolkit

For PGA Members  
looking to promote PGA  
Qualifications and recruit  
PGA Trainees

[CLICK HERE](#)

to view and download the  
Toolkit assets

# Welcome to your Qualifications toolkit

One of our Association's foundations is the passing on and sharing of knowledge from one generation to the next.

The Training Professional has always played a pivotal role in this, with many Members taking on a new Trainee each October.

Although our academic programme provides Trainees with the latest knowledge and theory, the Training Professional can play just as important - if not more critical - a role in shaping their future careers, outlook and aptitude.

This toolkit will support your recruitment of PGA Trainees, with links to tangible assets designed to engage, inform and retain potential PGA Trainees into your business.



“ ”

**PGA Professionals are the past, present and future of golf.**



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# Why recruit a PGA Trainee?

Employing a Trainee has shown to have many advantages and is seen as a key member benefit.

If you are interested in taking on a PGA Trainee, please contact Jessica Harrison on +44 (0)1675 470 333 or email [recruitment@pga.org.uk](mailto:recruitment@pga.org.uk)

[CLICK HERE](#)

to visit the dedicated PGA Training Professionals page

## Fresh Enthusiasm and New Ideas

PGA Trainees bring a passion for the game and a willingness to learn, which can inject positive energy into your workplace. They may also have fresh perspectives and new ideas that can benefit your business, especially in areas such as social media.

## Consistency of Service

Well-trained PGA Trainees have the potential to deliver high levels of service, giving you peace of mind that your members, customers, and business are being looked after when you are off-site or focusing on other important areas of the business.

## Workforce Stability

As a Trainee is required to work under a Training Professional to complete the Training Programme, they are likely to stay with you for 3 years or more, providing you with stability and the reassurance that you will see a good return on your investment.

## Strong Knowledge and Skills

PGA Trainees undergo comprehensive training meaning they are working towards possessing a strong foundation in the latest knowledge and skills in a variety of golf-specific topics and areas such as coaching, business, finance and custom fitting.

## Industry-Leading Education

Rest assured that your PGA Trainee will get access to industry-revered and unrivalled training from The PGA via a structured curriculum, reducing the pressure on them to provide all the training themselves.

## Long-Term Investment

By investing in a PGA Trainee, you are nurturing a potential future asset for your business who could likely stay with you for many years after they have completed the Training Programme.

# Brochure & Website

CLICK HERE

to view the new PGA  
Qualifications digital  
brochure

Alongside a newly revamped website, The PGA has also launched an interactive digital brochure. This brochure not only highlights the benefits of pursuing a PGA qualification but also showcases the myriad of opportunities awaiting potential Trainees in the golf industry with insights from recent graduates and alumni.

If you have a golfer, or group of golfers, of a suitable handicap, then sharing these resources with them is the best way to put them on the path to a PGA Qualification and a fulfilling career in golf.

We would ask that you signpost them to the new website, where they can register to receive the brochure and start their journey:  
<https://www.qualifications.pga.info/download-brochure>



# Sample Emails

If you have a database of golfers who meet the minimum requirements (Handicap <8.4 Female, <6.4 Male, Age >18 ) and may be interested in pursuing a qualification with The PGA then here are some examples of email copy which you can use, adapt and include as a solus email or in a regular newsletter.

## Initial Email

Subject Line: Have you thought about a career in golf? 🚩

Dear [Golfer Name],

Are you ready to turn your passion for golf into a rewarding career?

Whether you dream of competing at the highest level, coaching elite golfers, or running a world-class golf facility, a qualification from The PGA provides the foundation to turn your ambition into reality.

You can download the brochure here: <https://www.qualifications.pga.info/download-brochure>

The PGA is renowned for its commitment to excellence in golf education and training. They educate PGA Professionals to degree level, providing them with the very latest skills in coaching, applied sport science, business & finance, equipment technology and custom fitting.

They offer both flexible part-time courses, as well as a full-time degree delivered in partnership with one of the most respected sport science departments in Europe at the University of Birmingham.

To learn more about the PGA Training Programme and explore the course options, visit their brand-new website: [www.qualifications.pga.info](http://www.qualifications.pga.info)

## Follow up Email

Subject Line: Are you the next generation of PGA Professional? 🚩

Dear [Golfer Name],

If you're thinking about a career in golf, then to kickstart your journey, I highly recommend downloading The PGA's new brochure, packed with valuable information about course content, the benefits of pursuing a PGA qualification and insights from recent graduates and alumni.

If you haven't already, you can download the brochure here: <https://www.qualifications.pga.info/download-brochure>

Why not join one of their open days to find out more about their world-leading training programme and state-of-the-art facilities at the PGA National Training Academy, based at The Belfry.

The next online open day is on [Thursday 18 April 2024]. You can book your place here: <https://www.qualifications.pga.info/open-days>

To learn more about the PGA Training Programme and explore the course options, visit their brand-new website: [www.qualifications.pga.info](http://www.qualifications.pga.info)

# Open Day Invitations

The PGA offers the opportunity to learn more about our qualifications through our in-person and virtual open days.

Potential Trainees will hear from our experienced tutors, learn more about the range of courses and see the fantastic facilities on offer at The PGA National training academy at The Belfry, spiritual home of the Ryder Cup.

As part of this toolkit, we've provided posters and digital graphics that you can use to encourage your golfers to attend. There is space to add details of upcoming open days and QR Codes to make the booking process as easy as possible.

Below is some sample text that you can use to invite golfers who may be interested in a qualification from The PGA to an open day.

## Sample Message

Hi [Golfer Name],

Really pleased to hear that you are interested in the PGA Training Programme, I think it's a great opportunity for you!

I wanted to share details of the next open day which is taking place [online] on [Thursday 18 April 2024].

You can book your place here: <https://www.qualifications.pga.info/open-days>

If you have any questions, then please do let me know. Can't wait to hear how you get on.

CLICK HERE

to view open days taking place in 2024



**PGA** The Professional Golfers' Association

**HAVE YOU THOUGHT ABOUT A CAREER IN GOLF?**

The next PGA Qualifications Open Day is on:

[www.qualifications.pga.info](https://www.qualifications.pga.info)



BOOK NOW

# Posters and Digital Graphics

To help promote The PGA Training Programme, the toolkit also includes print ready posters and digital graphics that can be used in and around your golf club, preferably in high footfall areas where members and visitors are likely to see them, simply print in either A4 or A3 size and display.

The digital graphics can be shared via community groups such as Whatsapp or sent via direct message to golfers who meet the minimum requirements and may be interested in finding out more about pursuing a qualification with The PGA.



to view and download the assets available in the Toolkit

**PGA** The Professional Golfers' Association

# HAVE YOU THOUGHT ABOUT A CAREER IN GOLF?

ARE YOU PART OF THE NEXT GENERATION OF PGA PROFESSIONALS?

Download our 2024/25 Brochure to find out more  
[www.qualifications.pga.info](http://www.qualifications.pga.info)

DOWNLOAD



# Web and Social Graphics

As part of this toolkit, we've provided web and social graphics that you can use to encourage your golfers to find out more about the PGA Training Programme.

Below are some example captions that can be used, adapted and shared on your channels, and don't forget to tag The PGA so we can join in the conversation.

## Instagram

We're looking to inspire the next generation of PGA Professionals 🏌️

The PGA has been involved in training and educating golf professionals for over 50 years and offer flexible part-time courses as well as a full-time degree, as part of a world-renowned training programme.

If you've thought about a career in golf and would like to find out more about the PGA Training Programme, speak to your Pro when you're next in the clubhouse, we'd be happy to tell you more!

## X [Twitter]

Have you thought about a career in golf? 🏌️

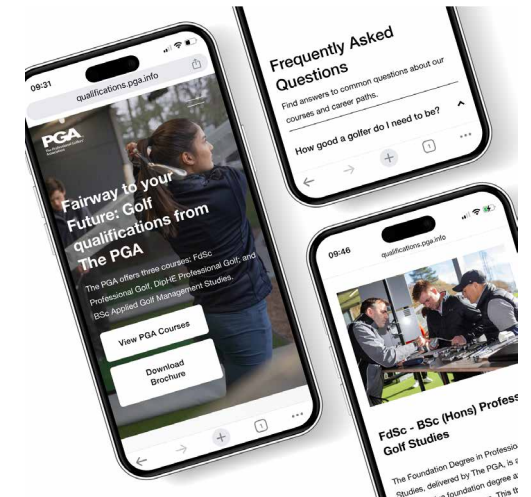
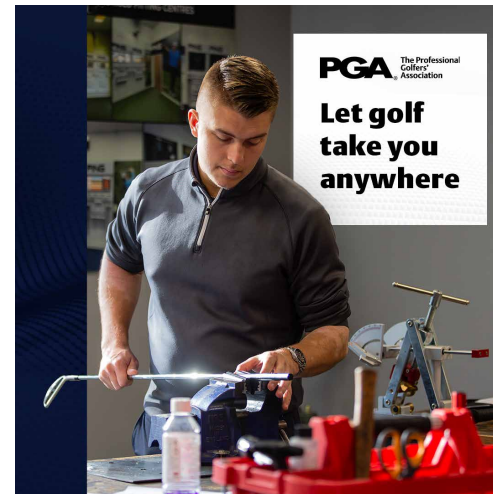
Here at [Club Name], we'd love to inspire the next generation of PGA Professionals.

If you would like to find out more about the PGA Training Programme, speak to your Pro when you're next in the clubhouse, and visit the website to find out more: <https://www.qualifications.pga.info/>

## TikTok

A day in the life of a PGA Professional 🏌️

Have you thought about a career in golf? Find out more: <https://www.qualifications.pga.info/>



# Video & Imagery

CLICK HERE

to view and download  
the assets available in the  
Toolkit

To support your promotion of the PGA Training Programme, we have made available several promotional videos and imagery that you are free to share and use on your platforms\*.

You are also welcome to share any content from The PGA's social channels and please do tag us in any content that you create around your Trainees and the PGA Training Programme.

\*Please note that the appropriate credit should be included: **Image Credit: The PGA, Video Credit: The PGA**

