

## How to Attract, Encourage and Retain Female Participants in Tournaments



*-Notes from the 2017 PDGA Women's Symposium by Erin Oakley #17643*

### Attract:

- Friends, women travel in groups. Encourage the women to bring their friends.
- Offer Unique player pack items with women specific items such as lightweight discs, women's cut shirts, or crafted items
- Low Entry Fees
- Affordable Lodging (discounted hotels/camping)
- List area attractions to make it a family friendly trip
- Hang up flyers at all area courses and advertise all this on social media

### Encourage:

- Offer all divisions
- Help girls who are new to tournaments determine which division to play in
- Run a Refer a Friend raffle - give away a prize for the first timers and a prize to the person who brought them in 2 separate raffles
- Plan fun side games, especially if there is downtime
- Fair Course layout for all levels of players
- Nice Bathroom facilities are a necessity!

### Retain:

- Get a woman involved in the planning of the tournament, a girls opinion can go a long way and help give it a more personal feel for the women competitors.
- Make a social part of the event for the women. Could be as simple as providing lunch for them so they can eat and socialize together. Offer a players party, karaoke, bonfire or something to that effect for them to hang out at later.
- Create more women-only tournaments. Women's events bring in bigger fields of women so creating more of them will want them coming back.
- Pass out Surveys or ask questions after your event and take notes of what they liked, and what they didn't like.
- To the women players - Lead by positive example and be encouraging to all the players we meet.

*For more tips on how to run a women's league visit: [www.pdga.com/women](http://www.pdga.com/women)*