



2022 CP Women's Open Post Event Reports

Committee Name and Chairs/Vice Chairs:

Michael Church – Chair

Suzanne Vinet – Vice Chair

Responsibilities:

The Ambassador's Committee was comprised of 26 members. Our job was to assist with the "Fan Experience". Our shifts were 6 hours each in duration – a total of 12 hours each day.

1. We staffed with two volunteers two separate "information stations" – one at the end of the path at the North Gate entrance – and the second one in "The Backyard" at the bend in the path as you approach the club's history cairn. Volunteers explained how the CPWomen's Open APP worked and how to navigate it. They oriented people on the site using the site maps posted close to the stations. The most popular questions were: 1. Where is Brooke? 2. Where do I get water? 3. Where are the public washrooms? 4. Where do I get food and sit down to eat? 5. Where can I charge my phone.
2. We staffed shifts of two "Rovers" each who wandered to South and West nines. On of the two volunteers carried a radio for emergency use. Their job was to walk the nines and look for patrons who appeared lost or looking quizzical – with an opening statement of "How can I make you day better?" In truth – that was everyone's opening line – regardless of their assignment. They were also on the lookout for anyone in physical distress and one of our volunteers was called upon to deal with such a situation – props to Pieter van Doorn who dealt with such an occurrence. The "ASK ME" buttons helped steer people to us.



What worked well:

The APP worked well – if you had a cellphone and could access data. The large site maps were good, and it made the orientation of patrons relatively easy

Suggestions for future events:

1. The Golf Canada APP is a marvelous piece of technology. As it improves over time, the refresh time will doubtless improve. It can be slow and is very difficult to read in the bright sun. It is not for everyone. People under 50 years of age – ok – over 65 – not so great. We need to be aware of our patron age demographic.
2. The wish to go paperless is a laudable objective – but, not everyone carries cellphone. We ended up laminating the Pairing Sheets and taping them to the information boards and encouraged people to take pictures of it – which was great - if they carried a phone. We did hand out a very limited number of pairing sheets when pressed – some people got quite agitated about the lack of paper – something they could walk around with – if not a cellphone. We suspect this will show up in any public feedback if people are given the opportunity. We also handed out site maps in the same way.
3. WATER. If security concerns dictate that people come with empty water bottles to the front gate – there should be a water filling station – like the one that was beside the entrance the Volunteer Centre – just past the entrance pavilion as people walked down the ramp. That water station would likely need to be re-filled a few times over the week.
4. Washrooms – perhaps more visible direction signage to washrooms
5. We took a lot of questions about electronic tickets. The seat and row numbers on general admission tickets was very misleading. The explanation we had to give (A ticketing requirement of Ticketmaster) was understood albeit frustrating to many fans. Perhaps a redesign of the General Admission electronic ticket could be done.
6. The main information booth at the North Entrance should have been much closer to the main entrance. Our information booth (the cube once it finally arrived) was great - but in the wrong place. If used again – it needs a step to assist older people to get access to it. In fact, some of our own volunteers couldn't step up to it. If it is going to have a TV in it - it should be connected to the feed when broadcasting is live.



7. We dealt with a lot of frustration about the Heritage Pass. People who bought it were under the impression that you could see some of the golf proceedings from the clubhouse – which of course you could not. They also thought assigned seating (again – the ticketmaster issue) came with it.
8. Future main information booths (by the main gate) can shut down after 3:00 pm – very little new people coming on site after that hour. The “Backyard” could shut down closer to 7:00 pm. Much of this is weather dependent - rain delays etc. The key is having flexible volunteers – we were fortunate
9. Give-aways – we gave away 4,000 ball markers – it was the only “free” thing available. The next time (whenever that is) we should remember to print an extra run of the Gold Course scoring card – people liked them as a souvenir take-away. They can be handed out when asked for – NOT as a matter of course.
10. In this part of the country, service in French is a benefit – there were a lot of francophones in attendance – we should try and promote bi-lingual volunteers – at all levels if possible. We managed – in a manner of speaking – francophones love it when you make the effort – even if your French is terrible (like mine). Our 2 francophone volunteers spent most of their time in French. Many fans had difficulty navigating English.
11. Keep the “ASK ME” buttons.
12. If we are going paperless – and pushing people to use the APP – we must provide a couple of charging stations – perhaps by the “FARE WAY” and by the CP Has Heart Pavilion
13. Thorough course knowledge is a BIG advantage – The committee chair should give those non-Hunt Club volunteers a guided tour of the course on the Saturday or Sunday before tournament week when there are no members around.

Conclusion:

Hats off to all our 26 Volunteers. They really stepped up – we had a good time – people who volunteer for this sort of this are outgoing and gregarious by their nature - which you need to be and it helps to have a sense of humor and be empathetic. It is a Committee worth having.

Thank you for letting me Chair.

Michael