



## Speaker Session Information

### ADD ENGAGEMENT AND ENTERTAINMENT TO YOUR CONFERENCE OR BUSINESS EVENT!

Jeff Ciecko, co-owner of CK Golf Solutions, is a frequent speaker on the topics of “Using Social Media for Business” and “Third Party Resellers.”

As a Class A Member of the PGA of Canada for 14 years and a golf consultant for 4 years he has gained hands-on experience working with new and established golf courses, 9 hole, 18 hole and mutli-course operators, public, private and semi-private courses on various projects ranging from marketing, to business planning to human resources.

This experience brings an insider perspective to new topics currently facing the golf industry such as social media and deal sites.

- Speaker Sessions can be 45 to 90 minutes and include a dynamic presentation with entertaining slides and video.
- Question and answer segments at the end of these sessions allow the audience to get involved.
- Jeff is always available to all attendees to answer questions after the session. If you have a question about Twitter - [tweet](#) him, for Facebook - [like](#) him or connect with him on [LinkedIn](#). He also does respond to email.

Visit the CK Golf Solutions [website](#), send Jeff an [email](#) or call 604-506-2226 to discuss your conference today!

# CK Golf Solutions - Providing Business Solutions and Best Practices to the Golf Industry

## Topic Details...

### **Introduction to Social Media for Business**

What is Social Media? We have had it for thousands of years it is called talking! Twitter, Facebook, LinkedIn and other sites are simply just platforms of the Web 3.0 era. In Web 3.0 Social Media is quickly replacing the telephone for conversation. People are talking about you and your business, you cannot control the conversation but you can join that conversation. Be a participant, join in.

Now (or rather three years ago) is the time to start! People want to engage brands. Five times more people buy products and services based on personal recommendations from their friends and people they trust on social media than from traditional advertising. Sharing is the new advertising!

Approximately 55% of internet searches this year will be done on a mobile device. You need to customize your website for viewing on these smaller screens. Just because your website appears on a mobile phone does not mean it is mobile! It needs to be readable, links need to be visible and easy to click on and photos need to be fast loading.

### **So you are considering using Groupon, Team Buy or another deal site...**

Third party resellers can often provide great promotional value, enhance a product launch and sell volumes of inventory, but at what cost? It may be cheaper to just pay for the advertising you gain. So how do you decide?

What are the real questions you should be asking? What is the financial impact of a Groupon, Team Buy or third party type offer? Comparison shop and sign-up for deals with a few providers to see how you feel as a consumer being marketed to.

If you decide you are going to do a "deal" there are many things to consider and questions to ask. You should hold the cards. You have the ability to negotiate and there is a variety of options available to you. And you should always be prepared to walk away before your deal goes live!

What if you created your own deal and used your own social media channels and database to promote it?



PGA OF  
CANADA

JEFF CIECKO HAS BEEN A CLASS A MEMBER OF THE PGA OF CANADA FOR 14 YEARS. HE HAS BEEN A FINALIST FOR THE PGA OF BC HEAD GOLF PROFESSIONAL OF THE YEAR AWARD AND IS A TWO-TIME WINNER OF THE NGCOA BC CHAPTER FOUR SEASONS GOLF PROFESSIONAL AWARD.



NGCOA

CK GOLF SOLUTIONS HAS BEEN A CORPORATE MEMBER OF THE NATIONAL GOLF COURSE OWNERS ASSOCIATION BC CHAPTER FOR FOUR YEARS AND HAS ATTENDED THE NATIONAL CONFERENCE IN NINE OF ITS TWELVE YEARS. CK GOLF SOLUTIONS HAS ALSO WORKED AS A SALES TEAM FOR THE NGCOA.

Email Jeff or call  
604-506-2226 to  
discuss your  
conference today!

## TESTIMONIALS

We had CK Golf Solutions run social media training sessions for us in May 2011. The presentation was hands on and relevant to our business. It created a lot of positive energy around the office in regards to using social media as a part of your overall marketing plan. Jeff and Tara delivered what was promised and I would have no hesitation on recommending them or having them back for another presentation.

-Amrit Lalli, BCom, FMA, CFP, Division Director, Investors Group Victoria, Senior Financial Consultant

On behalf of our BC Chapter Advisory Board and all our owners and operators in attendance many thanks for your excellent presentation "Using Social Media For Your Business" at our recent BC Chapter Educational meeting. Your overview on a variety of social media platforms and how they can assist in marketing and promoting facilities was extremely well received by our members. Many in attendance relayed how informative the session was and provided them with insight into how they may improve their operations. Your expertise in the area of social media and providing Social Media solutions to not only the golf industry but to corporate and non-profit businesses outside of golf is invaluable to all. Many thanks again. All the best.

-Douglas Ferne, NGCOA Canada BC Chapter Regional Director

WOW!!! Fantastic session (webinar)! Who knew there was soooo much to think about with Third Party Deals. The content was great! Your logical sequencing was great! Your pace was great! Your voice projection was great! Did I say this was a great session? Thanks a million. If you'd like to do another in the 1Q 2012 we'd love to have you!

-Susan Sweeney, Dean eLearningU.com

Jeff is a "Big Picture" person that understands that true business growth lies in the little things... customer service, relationships and Trust is how Jeff has built his reputation and he has become a master at using social media to accomplish his goals. He does what he says and what's most amazing is that he does it as fast as technology allows. Jeff is a true professional and he gets better every day, if you want to learn how to use social media to benefit your business...50 minutes with Jeff is the difference between you and your competition!! August 30, 2011

-Ashley Chinner - Director of Golf, Signature Risk Partners Inc.

### Upcoming 2012 Webinar Series:

Session # 1 - What is Social Media - Tuesday, March 6th

Session # 2 - Deal Sites - Tuesday, March 13th

Session # 3 - Growing your Followers & Fans - Tuesday, March 27th

Visit the CK Golf Solutions [website](#) for more information.

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CK GOLF SOLUTIONS IS ALSO AVAILABLE TO PROVIDE SOCIAL MEDIA TRAINING AND ELECTRONIC NEWSLETTERS FOR INDIVIDUALS AND BUSINESSES. VIEW OUR [SOCIAL MEDIA BROCHURE](#) AND GIVE US A CALL ANYTIME FOR A FREE (PHONE) CONSULTATION 604-506-2226

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