

CASE STUDY
BLADERUNNER FARMS
Zoysia as a Game Changer Tour

The Zoysia as a Game Changer Tour was one of the premier events held during the Golf Course Superintendents Association of America's 2015 Golf Industry Show in San Antonio. Sponsored and presented by our clients, Bladerunner Farms and Team Zoysia, more than 250 people from more than 20 states and over 20 countries attended. The goal of the event was to present concrete reasons why zoysia is changing the game of golf because of the sustainability and playability of the grass.

The event was held on the Monday of the conference week. In the morning, buses brought attendees to Bladerunner Farms, the world's largest independent zoysiagrass breeding facility. Attendees rotated through a half-dozen stations where they heard presentations from and asked questions of some of the world's leading researchers on zoysiagrass for golf. In the afternoon, the buses took the group to the Golf Club of Texas where attendees toured the nation's first 100% zoysiagrass golf course to see the grass first-hand in a golf setting. Inside the clubhouse, presentations from the course's architect as well as a panel on building the Olympic Golf Course in Rio de Janeiro, Brazil, with zoysiagrass featured Neil Cleverly, superintendent at the Olympic Golf Course, as well as others, kept the crowd transfixed. The first stage of promoting the event came in the January issue of Golf Course Management, official publication of the GCSAA, where we authored a major feature story on zoysiagrass in golf, and invited readers to attend the event in San Antonio the following month.

We wrote a press release that went out to all industry media that resulted in coverage beforehand in all of the major industry trades, plus we had coverage the day-of and following from a half-dozen media who attended the event based on our invitation. GCSAA-TV covered the event. They created a 5-minute video that streamed online during the Golf Industry Show and that still lives on their website. In addition, Team Zoysia's three core founding members were also interviewed lived for 11 minutes on GCSAA-TV's stage during the show.

To prepare for the event, we crafted a calendar of events, organized and recruited all speakers for the morning field day, workshops and panel, coordinated with the catering and golf course staff at the Golf Club of Texas to provide food and beverage. We worked with the GCSAA's team to coordinate buses and information to attendees. We wrote scripts for the speakers during the workshops, questions for the panel moderator, talking points for our interviewees on video, and questions for the production crew for the GCSAA and helped them to edit their final script. We also wrote, designed and printed an 8-page booklet given as a handout to all attendees at the event. The booklet offered bios on all of the speakers but also had stories on the Olympic Golf Course and tips for zoysiagrass management.

The Zoysia as a Game Changer Tour was so overwhelmingly successful that the GCSAA asked us if we would repeat the process again in 2018 when the Golf Industry Show returns to San Antonio.

