



Women and Golf  
Case Study

# Golf Canada's CP Women's Leadership Summit.

Golf Canada was proud to be one of the earliest signatory organisations to align with the Women in Golf Charter launched by The R&A. A Women's Leadership Summit is one of their commitments made to the Charter, with this case study highlighting how such an event can empower women in the workplace, provide a platform for networking and give back to the community.

## Staging.

With the CP Women's Open a significant event on the Canadian golf calendar, hosting their inaugural CP Women's Leadership Summit during tournament week was a logical move for Golf Canada. Integrating the activity with a popular golf event can help achieve impact, exposure and a networking platform for intended business guests. Golf Canada hosted their Summit on Tuesday 21 August 2018 at the Hotel Saskatchewan in Regina, a premier hotel nearby the Wascana Country Club, which hosted the CP Women's Open from 20 – 26 August. The organisation was also pleased that CP, title sponsor of the CP Women's Open, stepped up as title sponsor of the CP Women's Leadership Summit.

Golf Canada's Mary Beth McKenna, who is Assistant Tournament Director of the RBC Canadian Open and event lead for the CP Women's Leadership Summit, said: "When we became aware of The Charter, Golf Canada was proud to be one of the first organisations to sign on and be a part of it. It's a priority for us, absolutely, to highlight women's golf, inclusiveness and diversity. Canada is a very diverse country and including the Women's Leadership Summit into our Charter pledge was a meaningful commitment.

"Our CEO, Laurence Applebaum, with the full support of Golf Canada's Board of Directors felt that launching our Women's Leadership Summit aligned with our focus on diversity, inclusion and further reaching out to demographics that are underrepresented in golf. We targeted a stakeholder audience who may not otherwise know or be engaged in golf, so creating that connection was an important objective. We also wanted to illustrate to attendees how golf can further their business career while highlighting the stars of the LPGA Tour competing that week in their community."

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MARY BETH MCKENNA, GOLF CANADA

## Format.

Golf Canada's go-to-market strategy included tables of eight available for purchase, with the agenda including:

- **Q&A Power Panel Featuring Female Business Leaders**
- **Keynote Speaker**
- **Three Course Lunch**
- **Networking and Photo Opportunities with Business Leaders**
- **Charity Activity**
- **CP Women's Open Gift Package including Tournament Access**

The host was Evanka Osmak, Sportsnet Central Co-anchor and television personality, with the keynote speech coming from Canadian Olympic Hockey icon Hayley Wickenheiser, a multiple gold medal champion regarded as one of the best female hockey players in the world. Panellists included: Joan Hardy, VP of Sales & Marketing, Grain & Fertilizer, CP; Shannon Cole, Senior Director, Brand Marketing, RBC; Lesley Hawkins, GM, adidas Golf, Canada; Lorie Kane, LPGA Tour Professional & CP Ambassador; and Dr Andrea Lavoie, Interventional Cardiologist, Saskatchewan Health Authority.



## Highlights.

The event produced notable highlights including:

- **230 participants and speakers**
- **28 tables**
- **Key Golf Canada and CP partners in attendance**
- **Greetings from Golf Canada President, Leslie Dunning**
- **Live webcast to CP staff and select stakeholder groups**
- **Photo Opportunities with the CP Women's Open trophy**
- **All participants received Hillberg & Berk sparkle ball earrings and a ticket to the CP Women's Open**

Charity integration saw the Jim Pattison Children's Hospital provide toys for attendees to create care packages, with 100 packages created for kids in Pediatric care at the Royal University Hospital.

"It was important for us to host the summit," added McKenna. "Many of our panellists were key partners of Golf Canada or local business leaders in our host community. Connecting with our partners through this meaningful engagement was really special.

"Women are an under-represented group in the sport of golf and we know there are contributing factors, whether it's time, intimidation or lack of experience. We have programmes at Golf Canada which introduce women and junior girls to the game of golf, so it's about creating that connection and encouraging more. There are so many activities surrounding golf and hosting our event during Canada's only stop on the LPGA Tour, where we welcomed 156 of the world's best athletes, was a natural fit."

“The hosts were exceptional, and I loved that the leaders of the LPGA Tour, CP Women's Open and Golf Canada came around and introduced themselves in person. Perhaps an unintended consequence, but I am more inclined to go and see the LPGA Tour now because of the summit and the fact that the summit made the golf championship less intimidating to attend”

GOLF CANADA WOMEN'S LEADERSHIP SUMMIT ATTENDEE

## Overview.

The CP Women's Leadership Summit gained traction on social media, while feedback was also strong from those in attendance – with the majority female attendees.

- **75% of attendees were from the host city of Regina**
- **89% of attendees felt the message of empowerment was conveyed**
- **84% of attendees were very satisfied with the day**
- **100% of attendees felt they received great value for the day**

## Key Learnings.

There were the following key learnings from the event organisers:

- **Lengthen the day to allow more time for networking**
- **Panel discussion should increase around business with a heavy emphasis on golf and sport**
- **Deeper integration with CP and the CP Women's Open host charity**
- **A more robust social media strategy integrated in the marketing plan**
- **Develop a 2019 sales plan to support greater commercial success in a major market**
- **Minor logistical improvements**



## And a bonus from the week.

Brooke Henderson became the first Canadian to win the country's National Open Championship in 45 years! "Truly amazing, a dream come true," said Henderson, now 21, of her triumph at Wascana. "The crowds were incredible all week. Walking to the first tee on Thursday, I didn't think there was going to be that many people."

For Golf Canada and their hopes to grow the female game, Canada's rising star is a great asset to inspire participation and excellence in the sport.

"Brooke has done an excellent job of connecting with Canadian golf fans as well as regular sport or event enthusiasts," notes McKenna. "She is extremely talented, humble, committed and incredibly self-aware of her influence in the game. Brooke is inspiring women and young girls as one of Canada's most prominent golf ambassadors."

## The Future.

Summing up the success of the inaugural CP Women's Leadership Summit and the outlook for 2019, McKenna summarised: "CP's support of the CP Women's Leadership Summit as well as the CP Women's Open shows how invested they are as a champion for women's golf. They've elevated both the Leadership Summit and our National Women's Open and aligned both events with their corporate vision. Golf Canada and CP have committed to the Women's Leadership Summit for another five years minimum, a further investment in the advancement of women."

View more on the CP Women's leadership Summit at [www.cpwomensopen.com/cpwls](http://www.cpwomensopen.com/cpwls)

