



The R&A
International Golf
Conference 2023

Experience Led Partnership Investment

Simon Borg, Creative Director (POPULOUS)

R&A





POPULOUS[®]

Women at Centre



Sustainability



Experiential Digital Hub

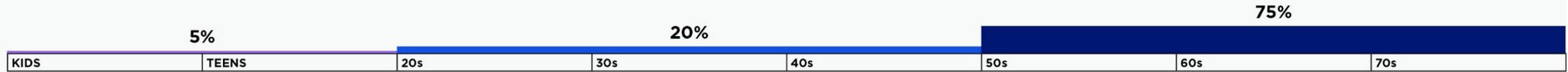


Culture & Lifestyle

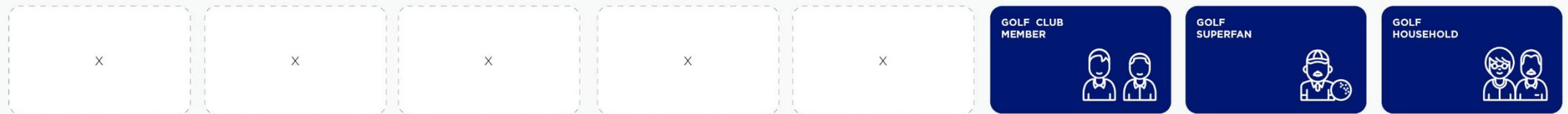


AIGWO 2023 Attracting New Audiences

AGE OF CARNOUSTIE 2021 ATTENDEES



WHO WE CURRENTLY REACH



WHO WE NEED TO REACH FOR



*Attitudinal Archetypes

WHAT ARE THEY MOST LIKELY TO ENJOY AT THE EVENT

They seek a comfortable space that is sheltered from the bad weather where they can sit quietly with the children away from bothering the superfans or disrupting the event

They would value self expression and products that reflect individuality as opposite to the superfan
Wanting entertainment value out of the event, variety of food options (festival-like) catering to all diets through the day including coffee, snacks, plant-based options...

First introduction to world class golf so need to feel welcomed
Social media would be their channel for information on and off-site
Better food offer than what they can get outside

Looking for a great day out with a competitive entertainment offer
Appropriate comfort level
Sense of celebration of health & wellbeing e.g.: plants, fruit, water...
Confident programming and food offer that respond to each other and to the event values

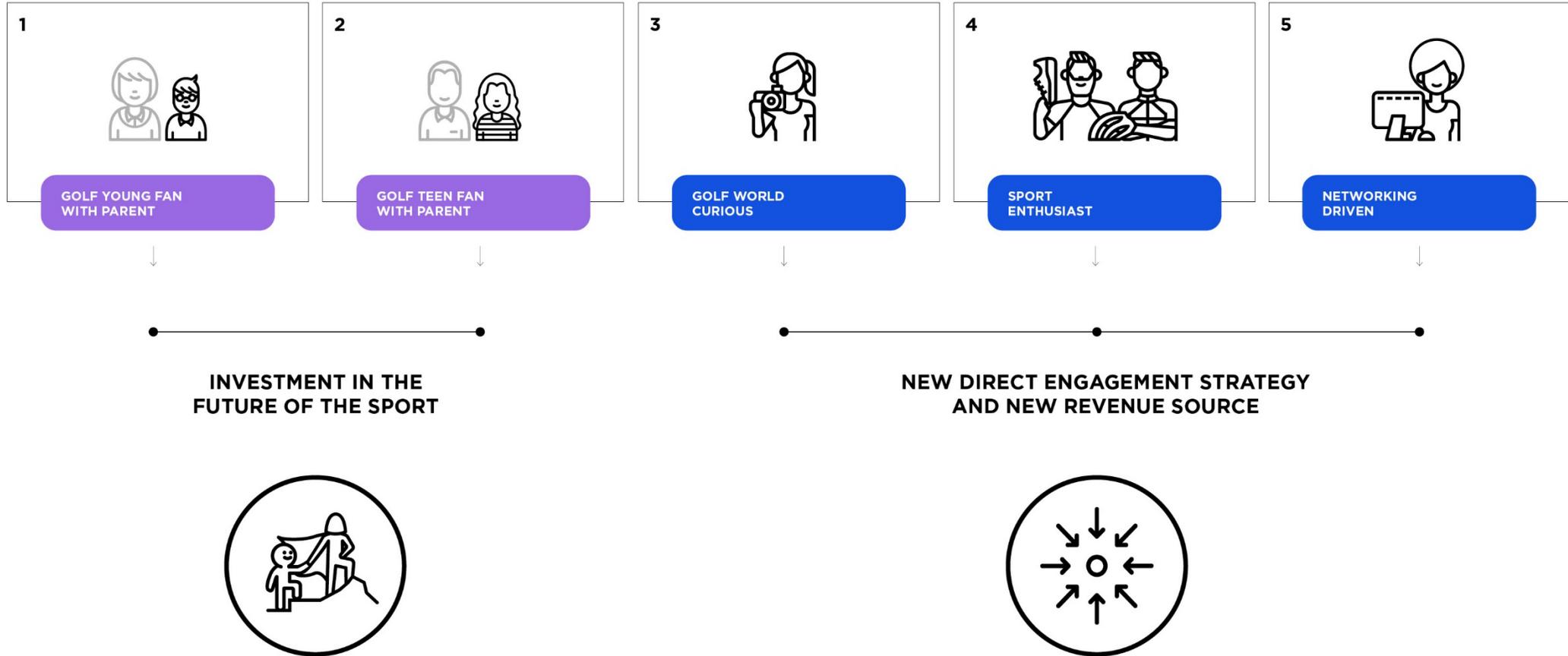
An opportunity to surround themselves in a blend of women of all industries and meet like-minded people
Learn about relevant topics to their professional & personal growth
Social media is second nature so instant communications is key

They would engage with the food offer as a way to enjoy what the event has to offer but would expect good quality food (almost club-like) and good range of drinks
Would take the chance to seat and chat with other known faces they meet at the event in a comfortable relaxed set up in specific moments of the day

Extremely focused in the pros playing so good visibility is key
Welcome pack at the gate with complete information on the championship
F&B to seat ordering service to allow them to focus on the game

Comfortable seating in between on course rounds so they can recharge and chat to other known faces attending the event
They would be interested in roaming through the retail offer at the end of the day once the main players are finished

AIGWO 2023 The value in these key audiences



Create the most **engaging atmosphere**

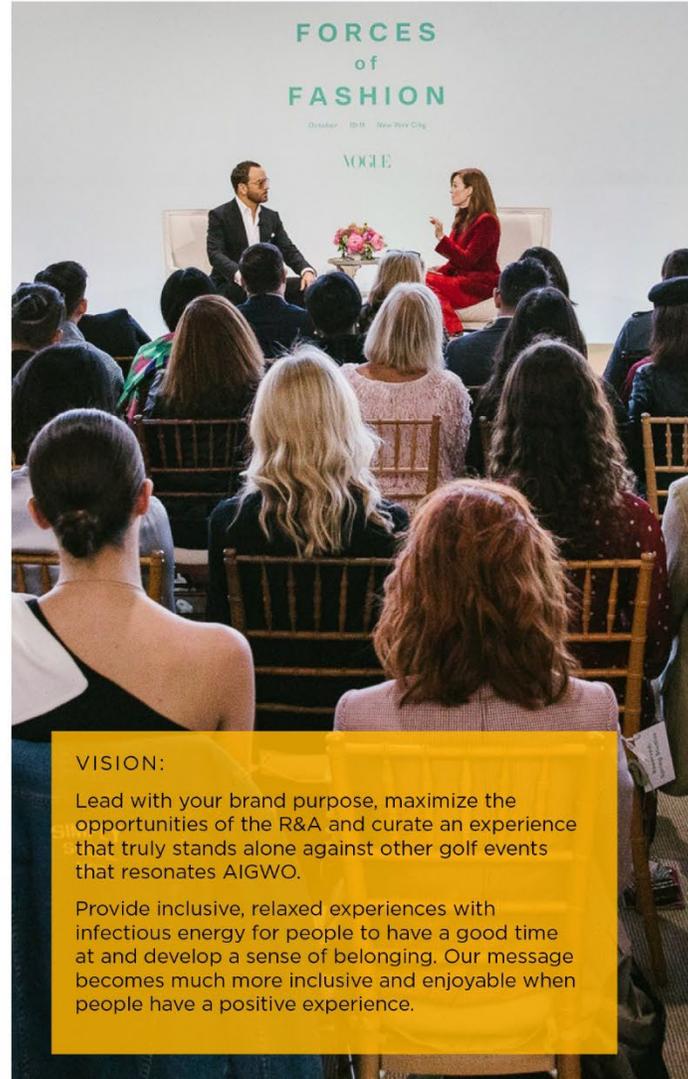


VISION:

Develop an inviting event that celebrates a community with a purpose, opening the event to wider cultural experiences.

Make sure that the Village layout creates a more connecting atmosphere where getting together has a much greater effect.

Build a differentiated, **brand-led experience**

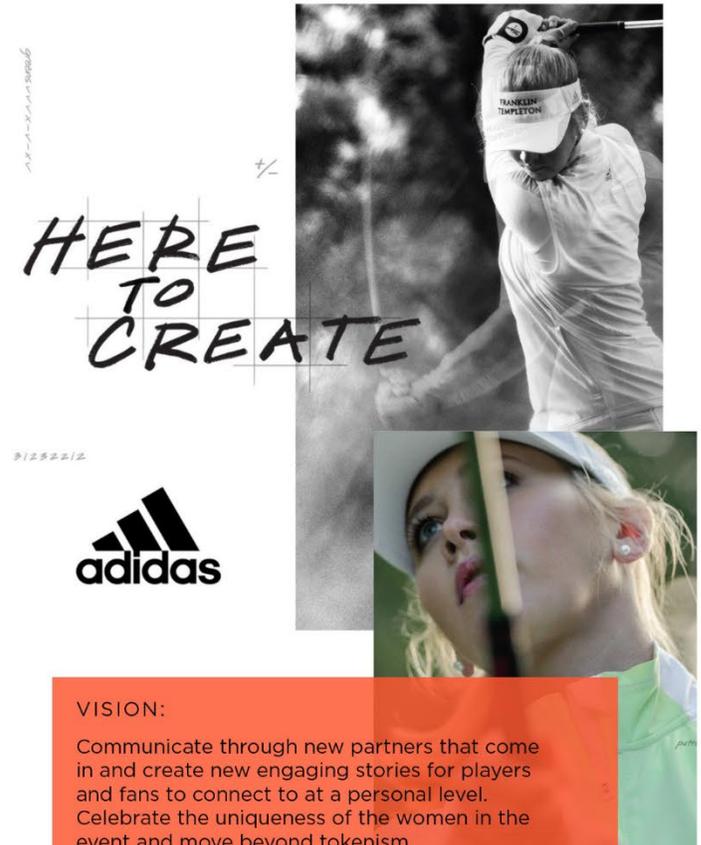


VISION:

Lead with your brand purpose, maximize the opportunities of the R&A and curate an experience that truly stands alone against other golf events that resonates AIGWO.

Provide inclusive, relaxed experiences with infectious energy for people to have a good time at and develop a sense of belonging. Our message becomes much more inclusive and enjoyable when people have a positive experience.

Develop an **ecosystem of partners** aligned to your values



VISION:

Communicate through new partners that come in and create new engaging stories for players and fans to connect to at a personal level. Celebrate the uniqueness of the women in the event and move beyond tokenism.

Work on retention of new players and build a community where fans can grow their network at the event.

AIGWO 2023 Attracting New Investment Opportunities



Sophia Popov
Sophia, a documentary detailing the 2020 winner's elite skill, athleticism as well as her battle with Lyme's disease.



Adidas
Campaigns like She Breaks Barriers would tell inspirational stories about women in all layers of sport.



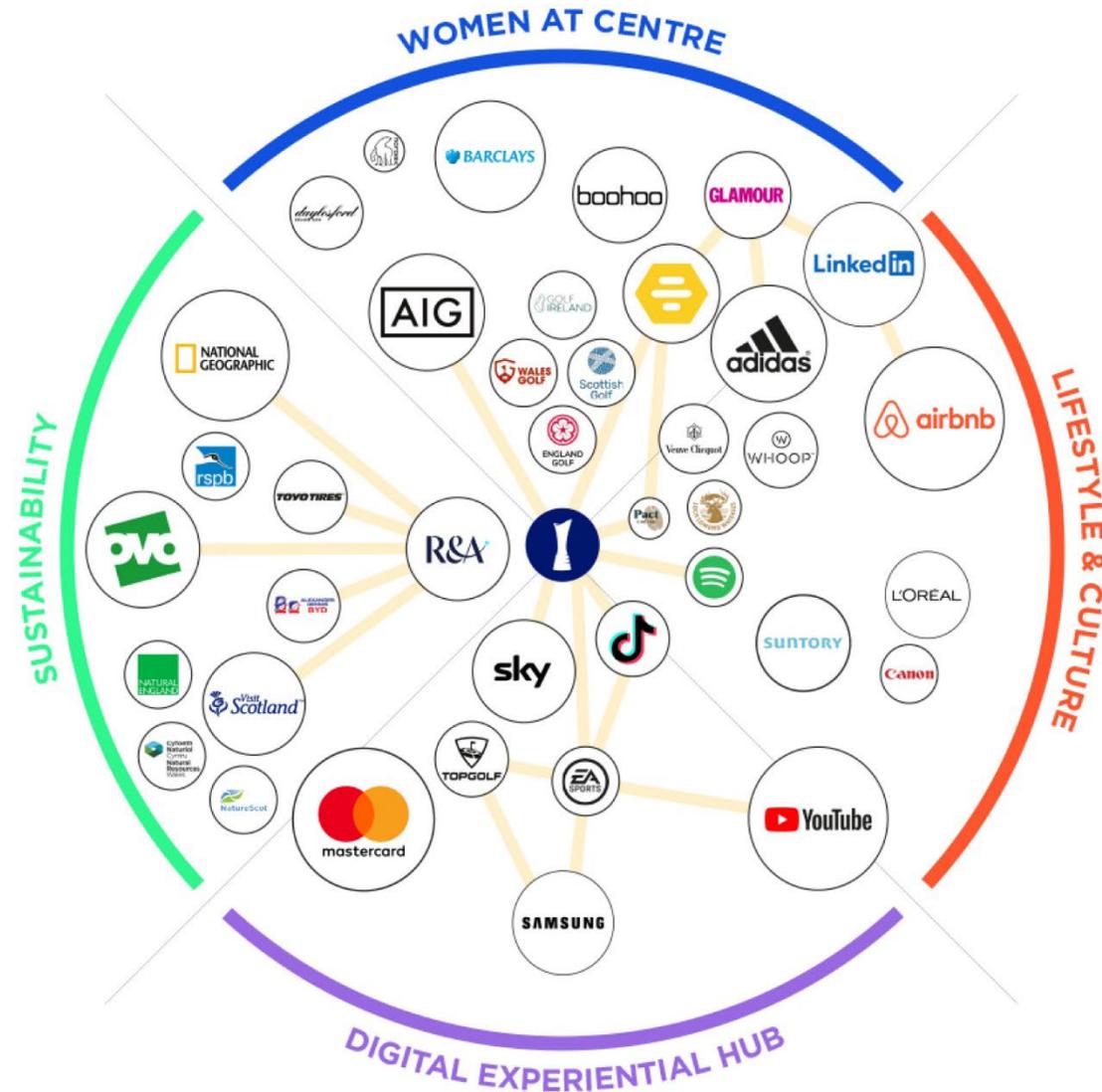
Naga Munchetty
BBC News presenter and golf player would be a great host to the Meet Your Heroes sessions. Handicap 9.



Phil Mickelson
Phil Mickelson's flop shot flair at the 2018 Open Championship.



Mastercard
Mastercard's Priceless Planet sustainability initiative, supported by Niall Horan.



AIGWO 2023 Building Championship Equity



+ PLAYERS



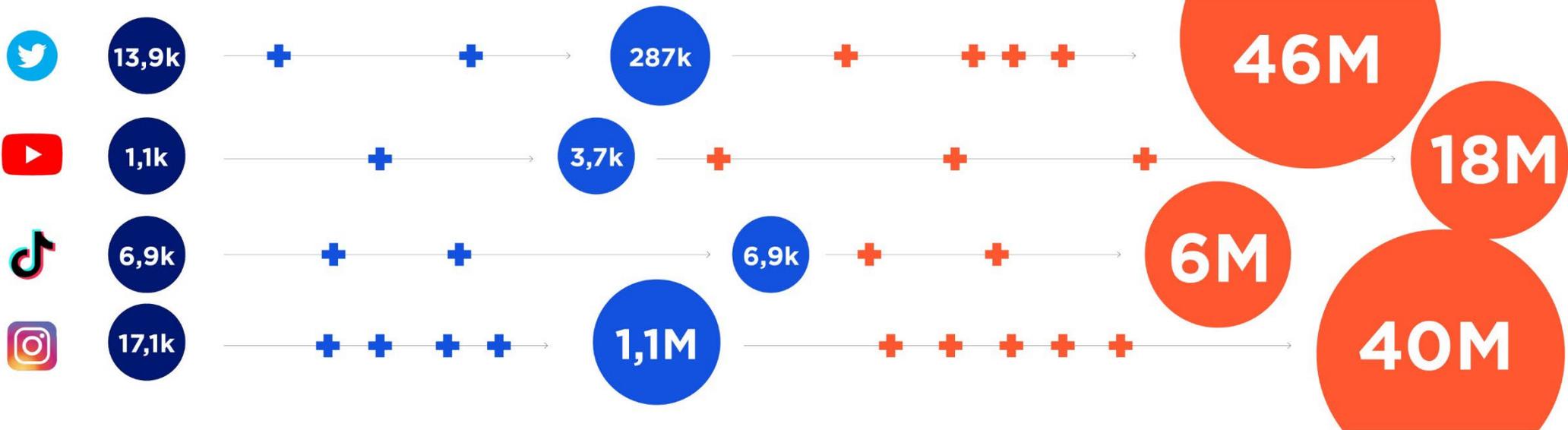
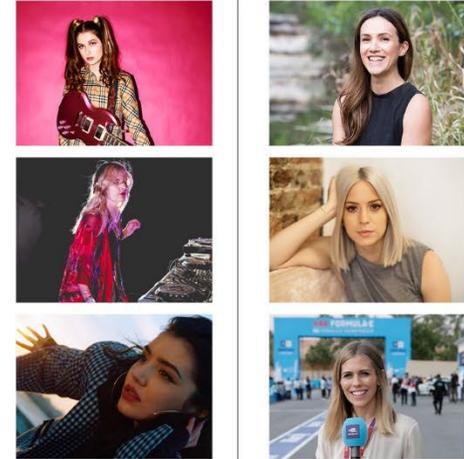
+ CELEBS



+ SPONSORS



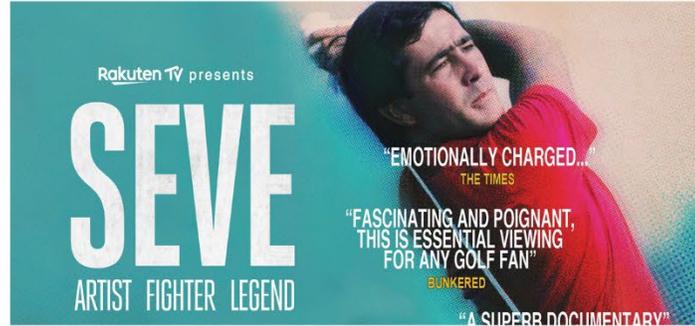
+ LIVE ARTISTS + INFLUENCERS



AIGWO 2023 *An event that brings together the best of golf...*



Celebrating a world class sport event



Capturing the most engaging moments



Being proud of our brand impact & heritage

AIGWO 2023 ...in an engaging format full of contagious energy



A shared experience full of inspirational stories

Being together with our community

In a great outdoor event made for everyone

WOMEN'S OPEN **TODAY.**

WE ARE

World class sport event rooted in
golf heritage.

WE ATTRACT

Loyal but limited audience...
drawn to professional golf.

WOMEN'S OPEN **TOMORROW.**

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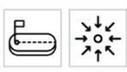
WOMEN'S OPEN TOMORROW.

WE WILL BE

Event experience driven by world class
sport celebrating the very best that
GB&I bring to the game, connected
to lifestyle & culture.

WE WILL ATTRACT

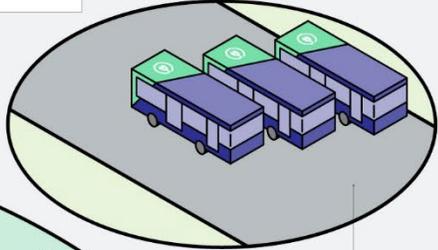
New diverse audiences...
who find different ways of connecting
with our brand ethos & sport.


Create fun & entertaining challenges for people to participate in a diversity of ways with the sport

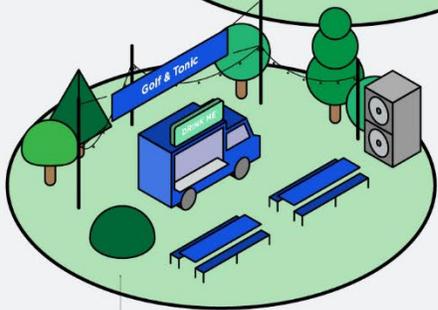
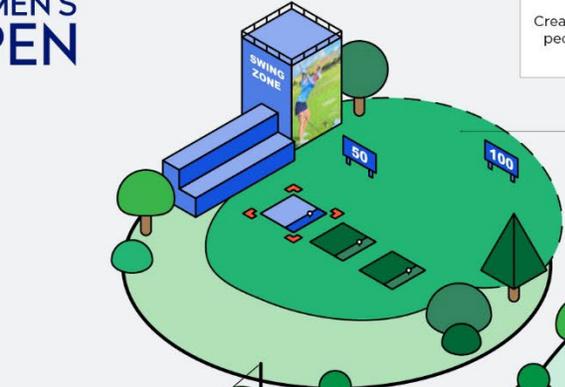

Reconfigure the village so it becomes the place where all comes together


Create stage where all type of heroes tell their own stories for fans to connect to them


Local market where independent suppliers bring in a great selection of products




Bring in a fleet of electrical buses for transportation to protect the carbon footprint of the attendees



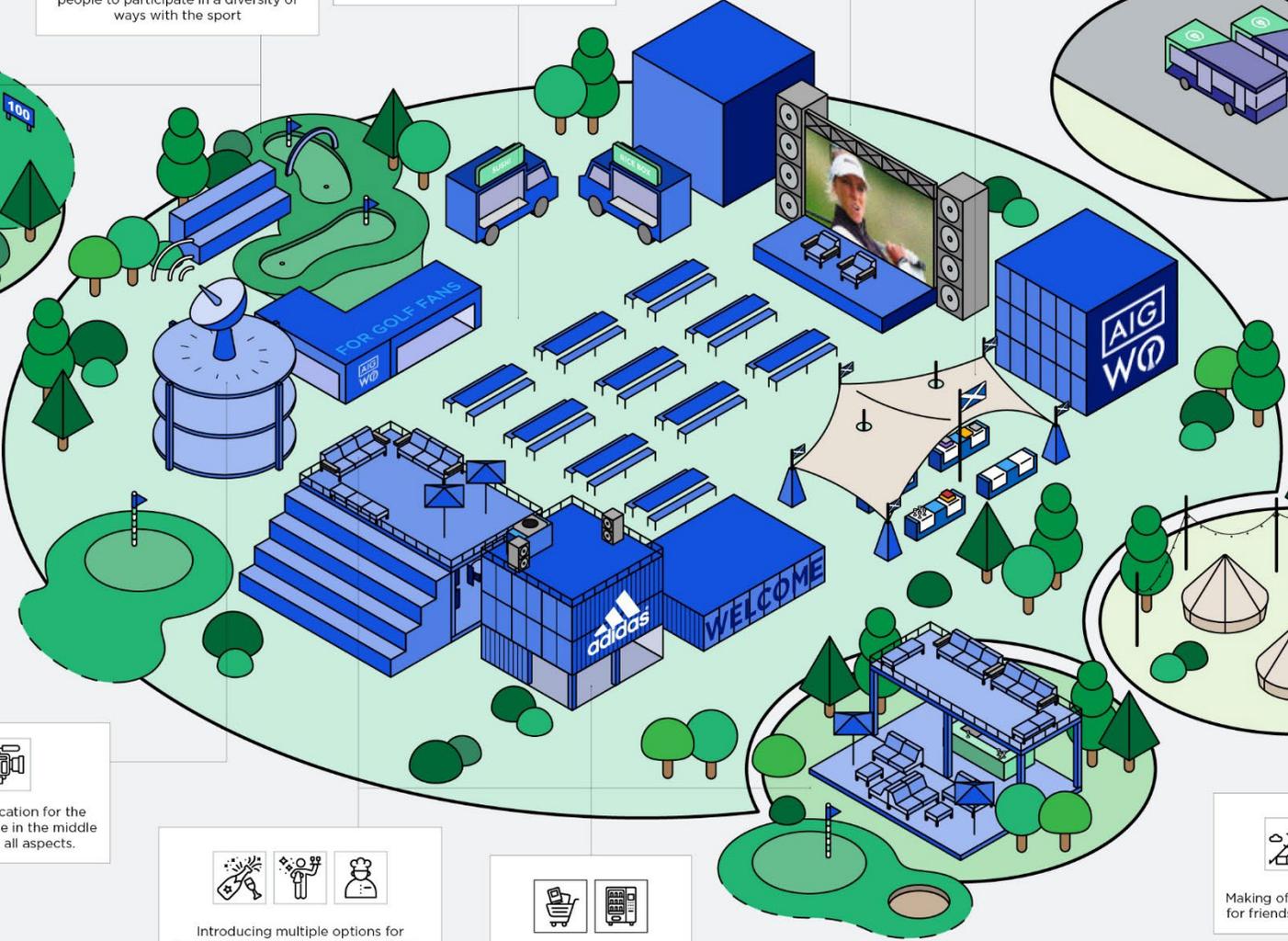

Create experiences through the course for services adding a moment for reflection and appreciation for nature


Creating the perfect location for the broadcasting studio to be in the middle of it all, documenting all aspects.


Introducing multiple options for Premium GA experience-led hospitality


Design a new retail area with a high street feel


Making of the event a full weekend-out for friends & families to travel together



Global Launch



Ellie Goulding Promo



Event Overview



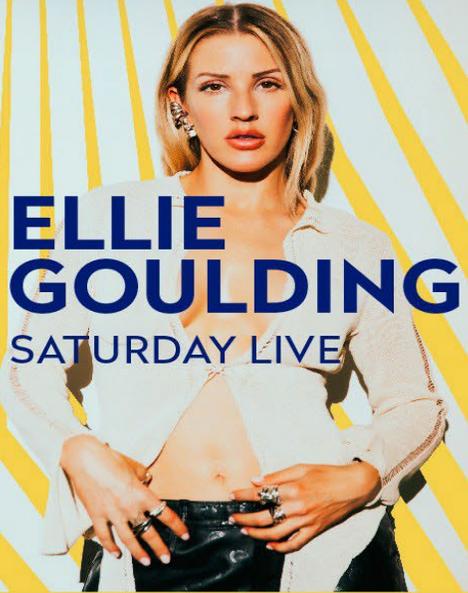
Other options





AIG
WOMEN'S
OPEN

Golf. Opened Up.



**ELLIE
GOULDING**
SATURDAY LIVE



WALTON HEATH
10-13 AUGUST 2023

[BOOK TICKETS HERE](#)





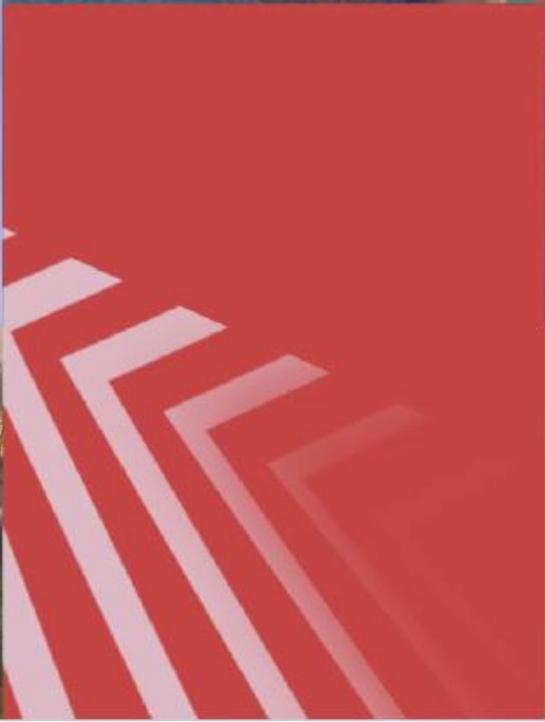




Our Vision



The R&A
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Thank You



The R&A
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