



# The 2019 Solheim Cup Official Observer Programme

Tuesday 10 and Wednesday 11 September 2019

The Solheim Cup is the pinnacle of women's golf pitting the best golfers from Europe and the USA going head-to-head in the most exciting, competitive format in golf.

From September 9 – 15 2019, Gleneagles will be at the centre of the golfing world and watched by millions as the biennial contest returns to Scotland, the Home of Golf for the first time since 2000.

The Observer Programme aims to provide a unique insight into how Scotland planned and delivered this major sporting event.

The programme will explore the spectator journey and include visits to the core functional areas, where participants can see these areas working at close quarters and hear from those who have been involved in their delivery.

Observers will also hear first-hand about some of the challenges faced, how these have been overcome and how best practice has been adopted.



GLENEAGLES  
SCOTLAND  
2019

EventScotland™

# Who is this programme aimed at?

This programme is likely to be of most interest to potential Solheim Cup host nations/venues, key players in the sport and event industry and those who have responsibility for major events such as rights holders, national governing bodies of sport and other national agencies.

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## Outline Programme

### Tuesday 10 September

#### *Late Afternoon*

- Welcome & scene setting
- Introduction of Scotland's Vision for the Solheim Cup
- Drink reception and dinner at The Gleneagles Hotel

### Wednesday 11 September

#### *Morning*

A series of presentations covering the planning and delivery of the event, including:

- Marketing and communications
- Commercial (inc. Ticketing, Sponsorship, Authorised Tour Operators & TV Broadcast)
- Policing & Security
- Transport planning
- Volunteer Programme
- Measuring Success

#### *Lunch*

- Networking

#### *Afternoon*

On course walking tour including:

- Front of House (inc. spectator village, corporate hospitality, merchandise pavilion, first tee)
- Back of House (inc. Media Centre, JOCC, Volunteer HQ)
- Final Observations

### Cost

The cost of the programme is £550/pp plus VAT. This includes a drinks reception and dinner on Tuesday 10 September, and one night's accommodation, breakfast and lunch at The Gleneagles Hotel, and on course refreshments on Wednesday 11 September.

Places are strictly limited to ensure participants gets full value from the programme.

### Accommodation

Accommodation will be provided to participants for the night of Tuesday 10 September at the official host venue hotel – Gleneagles.

Additional rooms nights may be available on request.



*1<sup>st</sup> tee grandstand and hospitality unit at the 2017 Solheim Cup*

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## Registration – Book by 30<sup>th</sup> June 2019

To book your place on the Observer Programme please email [anais.armengaud@eventscotland.org](mailto:anais.armengaud@eventscotland.org) stating:

1. Your full name, position and organisation
2. Your contact details
3. Any dietary requirements

Enquiries: If you have any questions please call us on +44 131 472 2317