

FOR IMMEDIATE RELEASE
8th September 2010



The Player's View **PRESS RELEASE**

THE POCKET GUIDE TO
GOLF COURSES

New Golf Course Video and Photography Service

THE VIDEO GUIDE TO
GOLF COURSES

The Player's View today launched a new service through which golf suppliers may commission (for their websites and general marketing) videos and photos of their courses and facilities, presenting them at their seductive best.

Principal, William fforde commented:

"Video is playing an increasingly important role in the future of the internet. In another business we have seen how influential a short internet video can be in the selection of a holiday villa. The added on-screen atmosphere dramatically increases our conversion rate. The same applies in the choice of where to golf. Our recent video of Lake Como's Menaggio Golf Club, posted on The Player's View, shows how seductive this medium can be. Accessible principally via the club's own website, it has already chalked up 1000 hits since launch, and the strike rate is some 15 per day. For a golf club website in a country where only few play golf, this is impressive.

Our videos and photos are primarily for our clients' own websites, marketing and PR teams, enabling them to promote to members, prospective visitors or tour operators, according to the product offered. We also post them on The Player's View, which is iPhone friendly.

Too often we see pretty photos of golf holes taken from meaningless angles, which are of no use to the golfer. Taken from the player's view, our photos show potential consumers what it is like actually to play every hole on a course. After all, golf is played from tee to green! Honesty boosts credibility. Credibility delivers sales.

We offer this facility worldwide, from as little as £100 per month. Being a small business, we can do so at relatively short notice and at reasonable prices. We also welcome clubs working together as marketing groups."

The Player's View is also the latest facet of the creative talent of Kiwi tour-player-turned-designer Greg Turner, who said:

"A few years ago we assembled a highly respected editorial team to write a series of golf guides, acclaimed as 'easily the best' by The Financial Times. Since then we have expanded our output to magazine coverage. Responding to the times, we have now switched our focus to the most powerful tool on the planet.

The financial crisis has not been easy for golf clubs. The Player's View facilitates persuasive, low cost media to boost green fee, 19th hole and accommodation sales for golf facilities worldwide."

Reviewing a preview of The Player's View, influential UK Conservative MP and golf writer Tim Yeo observed:

"Half the fun of a golf trip lies in its planning: keen debate between friends adds to the sense of anticipation. To be able to see a course on your screen at home, or on the move, adds a huge extra dimension. Your initiative will increase this pleasure so much – an important new development."

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The Player's View

Information For Editors



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Sample video and photos

[A sample video](#) – our recent production for Menaggio & Cadenabbia Golf Club - is available on www.players-view.com.

All photos on The Player's View website are samples of our photography.

Commissions

For as little as a £100 per month subscription, clubs receive one processed image of every hole on their course, plus free use of all raw images taken during the shoot – generally well in excess of 200 photos. A full photographic support service is available.

The guide price for videos is around £1,000 per minute published, plus expenses. We recommend a maximum length of around 3 minutes, except for clubs working together in marketing groups, where a longer video would be more suitable.

The videos and photos are primarily for our clients' own websites and marketing teams, enabling them to promote to members, prospective visitors or tour operators, according to the product offered. We also post them on The Player's View, which will, over time, build up a comprehensive library, comprising The Video Guide to Golf Courses, an on-line service to golfers planning outings or holidays. Relevant accommodation will also be included, if required by clients. The Player's View is user-friendly to iPhones.

To commission videos or photographs, contact william@players-view.com Tel: + 44 161 702 3339

Our books

The Pocket Guide to Golf Courses is a series of golf course guides, packed with stunning photos, rating courses for their design and facilities using a system similar to that used in the Michelin guides. We publish this material in book and magazine format and also on-line.

Pocket Guides in book format are: Ireland, Spain & Portugal. They comprise 240 pages, with over 250 full colour photos each. UK RRP £14.99 [Sample pages](#) are on www.players-view.com.

The books are kept up to date with reviews of new courses posted on [Pocket Guide On-Line](#), accessible via The Player's View website.

Beckenham is also the publisher of The Doonbeg Ghosts, by Ivan Morris, the self-confessed and internationally acknowledged Irish golf nut. He dreams he is playing golf with the famous, from Bobby Jones, Old Tom Morris & Alister Mackenzie to Greg Norman & Jack Nicklaus at Doonbeg, other Irish courses and further afield. 144 pages; 8 pages of full colour plates. UK RRP £15.99

[Chapter 1 of The Doonbeg Ghosts](#) is available from The Player's View website.

To order books at the publisher's direct supply discount of up to 50%, please contact arnie@players-view.com.

Pocket Guide On-line

Since the original publication of the material we have been updating the Pocket Guides, and covering courses in additional destinations, in magazine format. This includes coverage of new courses in areas covered by the guides, thus keeping them up to date.

Pocket Guide [reviews of golf courses on-line](#) are available via The Player's View website. These include reviews of courses in the following countries:

Bermuda
[The Czech Republic](#)
[England](#)
[France](#)
India
[Ireland](#)
[Italy](#)
Portugal
[Spain](#)
[UAE – Dubai & Abu Dhabi](#)

About Us

The Player's View website is owned by Beckenham Publishing Limited and the videos are produced by its sister company, Seaforde Productions Limited.

Beckenham Publishing

Beckenham Publishing is a small UK-based publisher, specialising in golf course books and publications featuring high quality photography, including the Caché+ lifestyle and C+Golf 'golfstyle' magazines - published jointly with Acacia Publishing, our sister company.

Beckenham also owns the www.photogolf.eu specialist golf course photography library.

Beckenham is owned privately by a group of New Zealand, Irish and British shareholders, including NZ tour-golfer-turned-course-designer Greg Turner and William fforde (editor and photographer of the Pocket Guide to Golf Courses series). The other two members of our editorial team are Peter Millhouse (well-respected teacher and director of golf) and our Chair man, Allen Lowe.

Seaforde Productions

Seaforde Productions, Beckenham's sister company, produces the videos and The Player's View website, all under the direction of Nic fforde.

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Links

Turner Macpherson Golf Design

www.tmgolfdesign.com

Peter Millhouse - golf tuition

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