

# DUTIES OF A GALLERY MANAGEMENT AMBASSADOR



Gallery Management Ambassadors are given a unique inside and outside the ropes tournament experience. They are responsible for managing gallery noise & traffic; ensuring the safety of our guests by reinforcing health & safety policies; leading by example; and providing a world class guest experience.

Gallery Management Ambassadors are assigned to the teeing area, fairway and green of a specific hole (1 – 18), or to high traffic areas such as practice locations, cross walks, and hospitality areas.

## GALLERY MANAGEMENT LOCATION ROLES & RESPONSIBILITIES

### ALL ROLES SHOULD:

- Ensure the safety of our guests and promote safety policies
- Know your role and area
- Manage gallery noise & traffic
- Provide exceptional guest service

### TEE, FAIRWAY, GREEN & HIGH-TRAFFIC AREA AMBASSADORS

- Protect the integrity of the competition
- Protect errant golf shots hit outside the ropes

### CROSS WALK AMBASSADORS

- Ensure players and caddies have a safe way to cross from one hole to the next
- Monitor cart movement on cart paths

### ROVING AMBASSADORS

- Follow playing groups to assist with larger galleries
- Manage crowd when rope line is dropped during errant shots

## MANAGING THE GALLERY

Most guests understand the importance of proper tournament golf etiquette and realize the importance of appropriate conduct while observing play. As the PGA TOUR continues to grow its fan base, there may be times we come in contact with guests who are experiencing their very first tournament. As an ambassador it is essential to provide a world class guest experience to everyone in attendance. **When interacting with guests please:**

1. Safety first! If you see something, say something, do something.
2. The PGA TOUR has updated our Fan Code of Conduct with additional language around fostering an inclusive environment where individuals of all backgrounds are treated with respect. And this is such a high priority that we've also launched a new Fan Behavior campaign called REP Our Game – which means Represent Our Game / and it's an acronym for Respect Our Game, Enjoy Responsibly and Play by The Rules. You will see this promoted onsite as well as throughout the TOUR's digital platforms and website. If a person is causing trouble which you cannot handle, call a civil officer, PGA TOUR official, hole captain, and or chairperson. This is important, both practically and legally.
3. Provide a world class guest experience to all. Remember you are an ambassador of the tournament.
4. Provide commands firmly, loudly, and politely.

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5. BUT – never provide vocal commands when a player is in the act of making a stroke.
6. Protect a player's ball that lands outside of the ropes. Keep the gallery at least 10 feet back and have the guests "stand in place" until after the player has made his stroke and he and his caddie are back inside of the ropes.
7. Know your role and your area. Throughout tournament week, guests will have many questions such as where the nearest restroom is and/or how to find a certain hole or hospitality area. Please familiarize yourself with the course layout in order to provide clear and concise directions when possible.

## RELATIONS WITH PLAYERS

Unfortunately, during competition rounds, players prefer not to have unnecessary conversations or interactions with guests and or volunteers, as they are hyper focused on trying to win the tournament. Due to this please be mindful of the following:

1. Do not ask for autographs, provide advice, comments, yardage information, or rulings to players during the competition. It is important to note that rulings may only be given by PGA TOUR Rules Officials.
2. Respect a player's or caddie's request to move your position
3. Never move a player's ball or interfere with play.

## LOCATING AND PROTECTING BAD SHOTS

When located on the fairway or green, Gallery Management Ambassadors have an important role to play in locating shots hit outside of the ropes or in other problem areas. This requires alertness in watching all shots coming in your direction. When appropriate, assist the Competition Support Ball Spotters in locating the ball position as quickly as possible for ShotLink data collection.

Please be sure to Protect the ball by standing over it and with the help of other Gallery Management Ambassadors and or Competition support volunteers, clear guests out of the way and try to keep them at least ten yards from the ball at all points. This allows players an opportunity to make their stroke safely while providing an opportunity for a maximum number of guests to see. Guests should be positioned off the players line at an ever-widening angle. This is the kind of situation where you can contribute greatly to fair play for the player and safety for the guest.

## TEEING AREA

1. Crosswalk ambassadors assigned to a teeing area should help to clear a walkway for players coming from the previous putting green.
2. Manage the drop rope at the gate to the teeing ground; it should be kept up at all times except when players and caddies are entering.
3. Guests must stay behind the ropes and off the teeing ground at all times.
4. Some news media representatives may enter through the gate, but only if they do not delay play and immediately get out of the way.

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5. As players leave the previous putting green, check whether Guests are still using the crosswalk in the fairway of the hole to which you are assigned. If they are, go to the front of the tee and signal the crosswalk ambassadors to have the crosswalk cleared promptly. This will require alertness on your part and prearranged coordination with crosswalk ambassadors.
6. By the time the players reach your tee, the fairway ahead should be clear so that play may proceed promptly - unless, of course, other players are waiting in the fairway to play.
7. If there is any background noise or movement before a player has teed his ball, you should hold your arms above your head and command "QUIET, PLEASE! STAND, PLEASE!" Do not make any statement or movement after a player has teed his ball. Do not raise or lower arms, or paddles, after a player has teed his ball. Do not stand directly behind a player or in his line of site.

## INSIDE AND OUTSIDE THE ROPES

1. Effective crowd control is often best done inside of the ropes on the teeing area and/or the green on popular hole locations and while assisting featured groups.
2. Fairway ambassadors may be best suited outside of the ropes and particular attention should be given to the pairings that precede and follow "feature" groups.
3. Tee Area and Green Ambassadors should position themselves outside of the ropes on non-popular hole locations or when a gallery is not present or overcrowded.

## CROSSWALKS

1. Crosswalks are solely for guests to cross playing areas after players have passed and gate ropes have been opened temporarily. Guests must never stand in a crosswalk to watch play, even after the last group has passed or during a play-off.
2. Crosswalk ambassadors should manage crosswalks so that all guests are stopped from crossing and gate ropes are closed before the next players reach the teeing ground. Keep the rope in your hands – pull it across the gate opening to stop guests – and open it when they may cross over.
3. Try to watch each ball from the time it is struck until it stops. If it is hit beyond the gallery ropes, tie the crosswalk rope closed, and go to the ball to protect it. Clear the line of play, as noted above, keeping guests as far back as possible from the player and his line.

## SECOND SHOT AREAS

1. Try to watch all shots headed for your area. If a ball is hit beyond the gallery ropes, go to it to protect it. Clear the line of play as noted above.
2. Keep the gallery quiet and motionless before a player plays; however, once he has started to play, be quiet and still.



### PUTTING GREENS

1. It is particularly important for guests to be quiet and motionless during play around and on the green.
2. Have the first two gallery rows around the green sit or kneel if conditions permit.
3. Be alert for bad shots and call out: "FORE – ON THE LEFT! (or RIGHT)." Then go to the ball, protect it, and clear a large area to enable the player to play.
4. Only players and caddies are allowed on the putting green.
5. After all players have reached the green, and after any applause, hold your arms above your head and say: "QUIET, PLEASE! PLEASE BE STILL WHILE THE PLAYERS ARE PUTTING!" Do not raise or lower arms or paddles, while a player is playing a stroke. Do not stand directly behind a player or where he can see you.
6. When players have finished the hole, open the exit gate rope for them to leave, and keep guests from entering the walkway.
7. 9<sup>th</sup> & 18<sup>th</sup> Green Areas The area where score cards are returned must be kept free of unauthorized persons; this includes tournament officials and "celebrities" as well as news media representatives and photographers. Players must have full opportunity to check and return score cards without interruption or distraction of any sort; the game is not over until the player has signed and returned his card. A disorderly, cluttered finishing green area is highly unprofessional. The tournament deserves the most orderly, well-controlled finishing green which you can provide.

### GALLERY FOLLOWING LAST GROUPING

Special problems arise in managing a gallery following the last grouping on any day, particularly the last day, or a play-off. The gallery will tend to break through rope lines and stand in the fairway behind the players.

#### **The basic principles to prevent this are:**

1. Inform guests that gallery lines must be kept intact at all times. Protect the lines securely with gallery management ambassadors and uniformed officers as far back as 150 yards from positions where the players are to play, as well as near approaches to putting greens. The gallery will become discouraged about breaking through the lines and will tend to walk peaceably outside the lines toward the greens.
2. This can be implemented by forming several strong special moving crews of gallery management ambassadors and uniformed officers, each under the command of a strong and diplomatic captain. Four crews work on both sides of hole, two short of the second shot area and two short of the putting green; and they leap-frog one another.
3. Before play reaches an approach shot area or green, the captains of the special crews walk up and down the gallery lines explaining the procedure to the guests. They simply prepare the way. When play passes, the special crews stay in position long enough to discourage guests from breaking through. This system has and can work in difficult situations if properly planned.