

I International Golf Conference Caribbean Cayman Islands, 2018



R&A

WORKING FOR GOLF R&A

**I International Golf Conference Caribbean
Administrators and Delegates
Cayman Islands,
August 2018**

DIEGO BUSTOS

CEO BE MASS MEDIA PRODUCTIONS

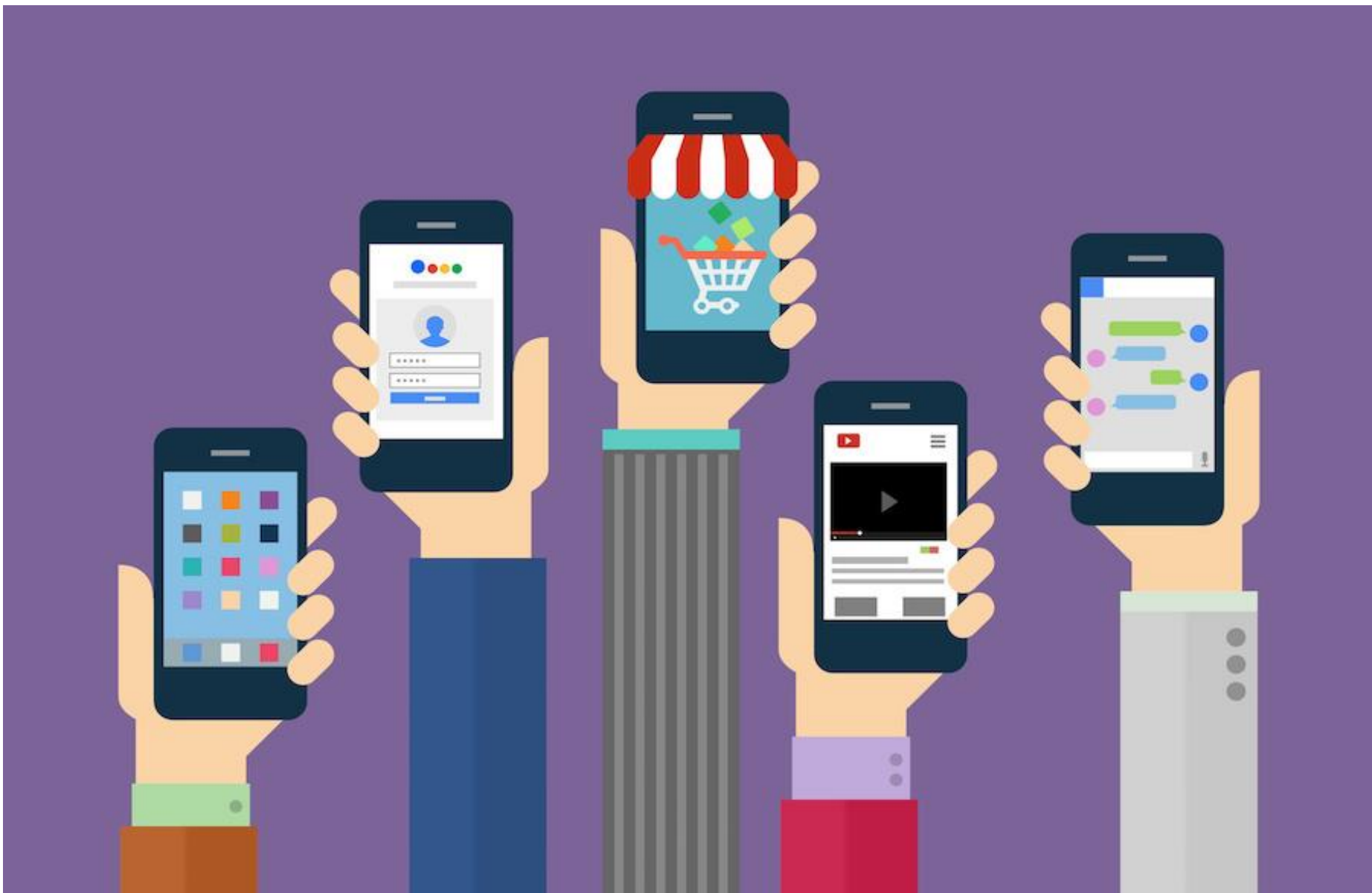
**“TRANSITIONING OUR SPORT INTO THE
NEW MEDIA UNIVERSE THOUGH ENGAGING CONTENT”**



THE NEW MEDIA PARADIGM IS...

UNLIMITED
REAL-TIME
ENGAGING
CONVERSATIONAL
MULTIMEDIA
PUBLIC FORUM.





BE
MASSMEDIA
JUST BE

WORKING FOR GOLF



MODERN GOLF'S BIGGEST CHALLENGE...

INSPIRING THE
YOUNGER
GENERATION TO
EMBRACE OUR
SPORT.

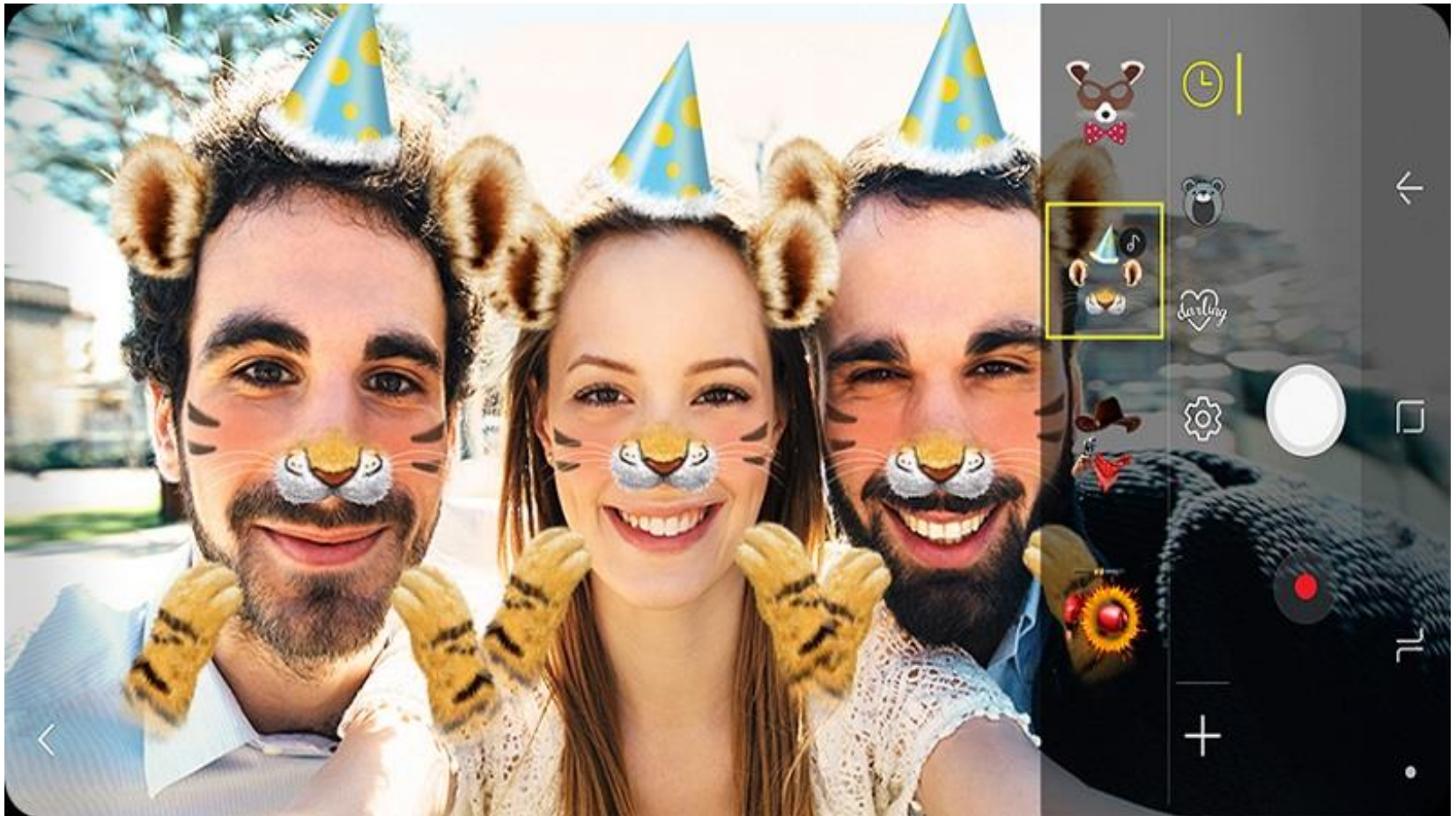


MODERN GOLF'S BIGGEST CHALLENGE...

INSPIRING THE
YOUNGER
GENERATION TO
EMBRACE OUR
SPORT.



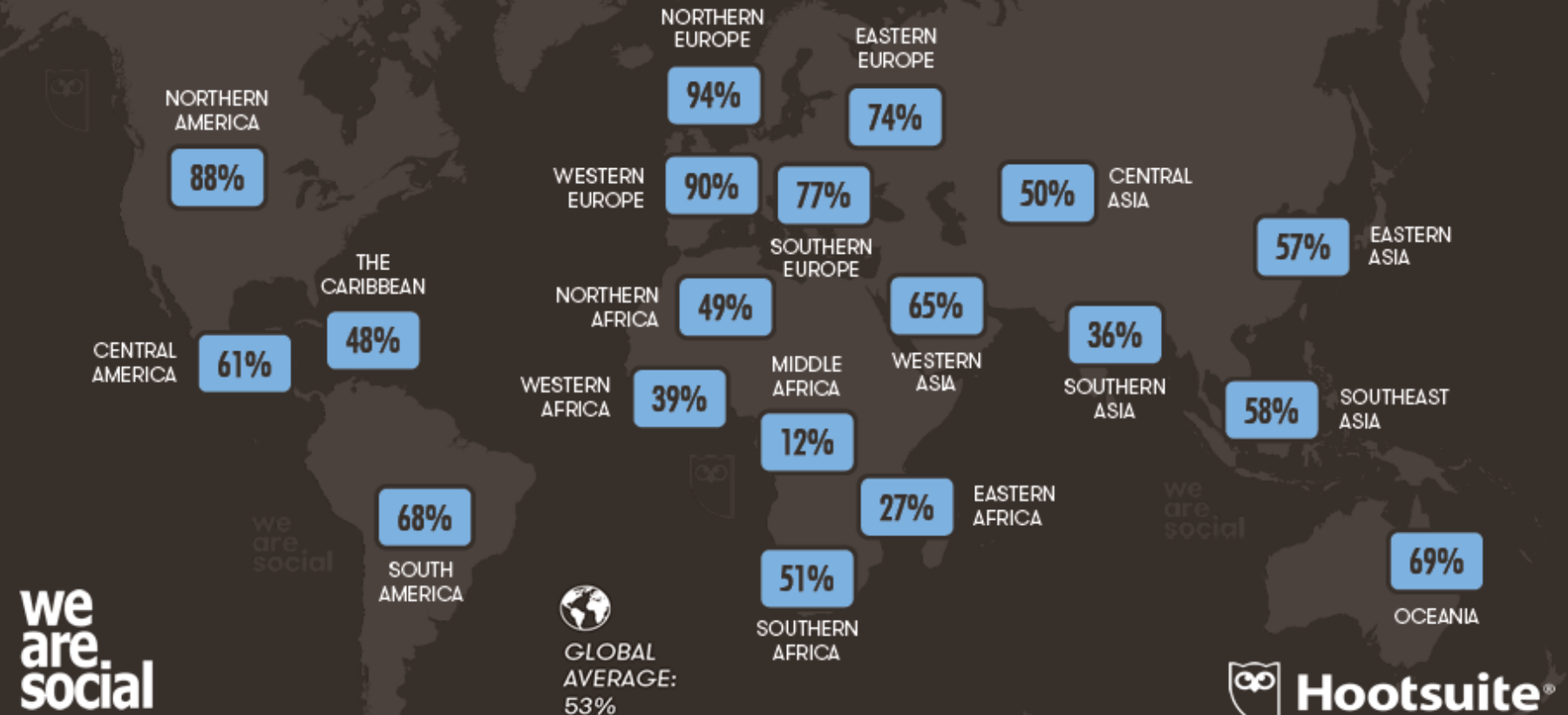
MODERN GOLF'S BIGGEST CHALLENGE...



SOURCE: TECHCONNECTMAGAZINE.COM

INTERNET PENETRATION BY REGION

REGIONAL PENETRATION FIGURES, COMPARING INTERNET USERS TO TOTAL POPULATION

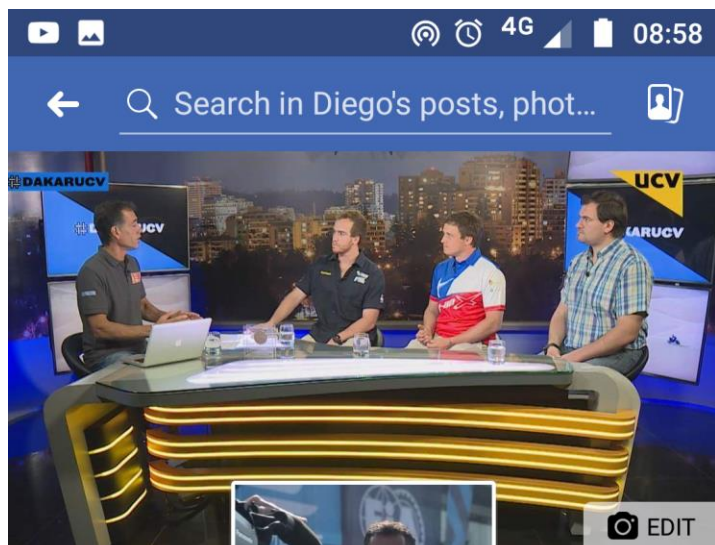


BE
MASSMEDIA
JUST BE

WORKING FOR GOLF

R&A





Diego Bustos

TV Presenter, Executive Producer, Speaker.
FIA Formula E, CNN, Rolex, R&A. Travel, golf & fast cars.

[Edit](#)



View as



Edit Profile



Activity Log



More







2006



2007



2009



2010



2012





Edit profile

Diego Bustos 

@DiegoBustosTV

TV Presenter, Executive Producer, Speaker. BE Mass Media Productions. Host of [@FIAFormulaE](#). Travel & really fast cars. [instagram.com/diegobustostv](#)

 Latinoamérica

 [GOLF360.com](#)

24.9K Following

51.8K Followers

TweetsTweets & repliesMediaLikes



Diego Bustos  @DiegoBusto... · 10h 

Abrazo enorme brother!

Agustín Pizá Arq. @arqpiza

Replying to @DiegoBustosTV

awesome brother !!!



 **BE**
MASSMEDIA
JUST BE

WORKING FOR GOLF 





diegobustostv ▾

🔔

🕒

📶 4G+

🔋 10:53

👤 1

📧 9+

⋮

67 profile visits in the last 7 days



569

1674

282

posts

followers

following

Promote

Edit Profile

Diego Bustos

Public Figure

TV Presenter / Executive Producer, Speaker.
CEO BE Mass Media Productions. CNN, Rolex, R&A.
Host of @FIAFormulaE
Travel, golf and fast cars.
twitter.com/diegobustostv

+

New



PacificOcean



makeupready



empanadas...



home

Call

Email address

🏠

🔍

⊕

❤️



◀

○

◻

INSTAGRAM

- **FOUNDED
OCTOBER 2010**
- **ACQUIRED BY
FACEBOOK FOR \$1B
IN 2012**
- **MARKET VALUE
TODAY: \$100B**
- **#GOODBALLMRZUCKERBERG**




SOURCE: FACEBOOK.COM

KYLIE JENNER: INSTAGRAM INFLUENCER

- ALMOST 21 YEARS OLD
- NET WORTH \$900M
- +112 MILLION FOLLOWERS
- 1 POST = \$1 MILLION
- GOFUNDME DONATIONS
UP TO AUG04 = \$2,153



KYLIE JENNER: INSTAGRAM INFLUENCER



Forbes

\$900 MILLION
COSMETICS QUEEN
KYLIE JENNER

AT 21, SHE'S SET TO BE
THE YOUNGEST-EVER
SELF-MADE BILLIONAIRE
WELCOME TO THE ERA OF
EXTREME FAME LEVERAGE

LET'S GET KYLIE JENNER TO A BILLION

[Share](#) [Tweet](#) 18k shares

Kylie Jenner was on the cover of Forbes Magazine today for having a net worth of 900 million dollars, which is heartbreaking. I don't want to live in a world where Kylie Jenner doesn't have a billion dollars. WE MUST RAISE 100 MILLION DOLLARS TO HELP HER GET TO A BILLION, PLEASE SPREAD THE WORD, THIS IS EXTREMELY IMPORTANT.

This campaign is trending!


\$2,158 of \$100.0M goal

Raised by 172 people in 23 days

[Donate Now](#)

[Share on Facebook](#)

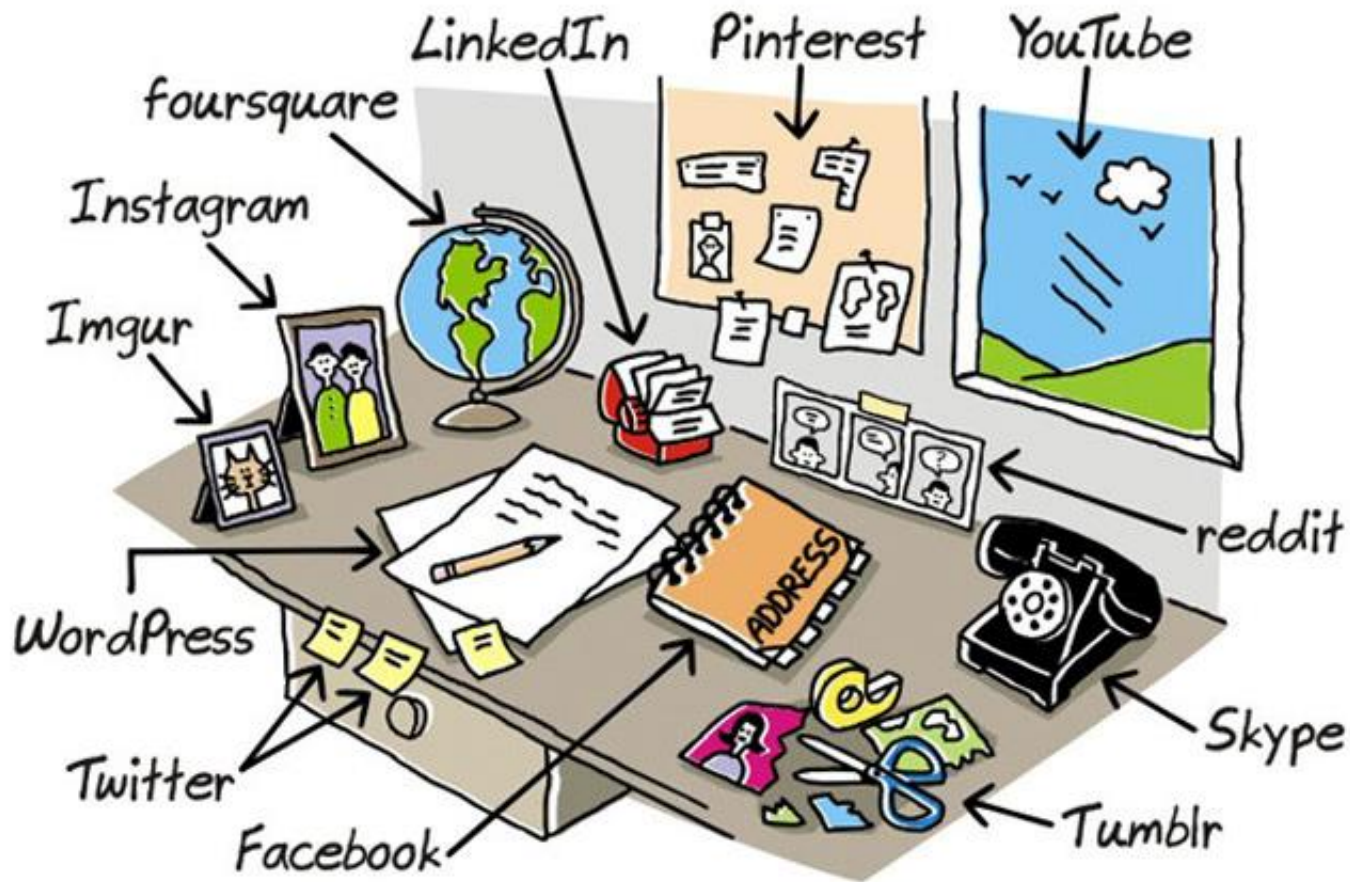
Created July 11, 2018

FAT JEW 
Business
NEW YORK, NY

Recent Donations

- TW** \$5
Thomas White
3 days ago
- SG** \$5
Sasha Greenhall
5 days ago
- DI** \$5

vintage social networking



<http://wronghands1.wordpress.com>

© John Atkinson, Wrong Hands

WHAT IS new media?

MOVES TOWARD OPENNESS

RELATIONSHIP TO TECHNOLOGY

CONTENT IS DEFINED BY TOOLS WE USE
SCALE + ACCESS
TIME/PLACE-INDEPENDENT

TRANSFORMATIVE PROCESS - CAN USE DIGITAL TOOLS, BUT NEEDS TO BE TRANSFORMATIVE

NEW FORMS OF EXPRESSION

SOMETHINGS WE COULD DO

* GOLD STANDARD / STANDARDS OF EXCELLENCE

* AGREEING ON VALUES / STANDARDS FOR FIELD

RECOMBINING
SOCIAL MEDIA +
TEXT/VIDEO

COLLABORATIVE

EMERGING
DYNAMIC
CHANGE RICH
TRANS
EXPLORATIONAL

SYNTHESIS

INTER
CROSS-DISCIPLINARY
CONVERGENCE
MULTI-DISCIPLINARY TEAMS

FOUNDATIONS OF NEW MEDIA
FIELDS + DISCIPLINES?
OR PROCESS?

CROSS-DISCIPLINARY -
INTENTIONALLY

BEST PRACTICES

EXCELLENCE: RARIFIED VS. LIFE STYLE

CONVERGENCE

FORMAL EXPERIENCES
IN H.E. ARE DYING OUT

META-NARRATIVES

PUSHING BACK ON OLD MEDIA

CREATOR
CONTENT - TECHNOLOGY

ALL KINDS
OF MEDIA

TRADITIONAL

READY AT HAND
VS PRESENT AT HAND

FILM/COMMUNICATION

CROSS-DISCIPLINARY
BOUNDARIES LIE ACROSS

COMPUTER-MEDIATED EXPERIENCES

STAKEHOLDERS + USERS

MANY SUB-DISCIPLINES

CREATOR

CONSUMER

- new media -

NATURE OF NEW MEDIA

NOT A NEW KIND
OF MEDIA

AN EXPERIENCE - HOW IT COMES
ABOUT - TOOLS DON'T MATTER

PRODUCER + CONSUMER = NON MEDIA-IST

MORE INTERACTIVE / CREATION + CONSUMPTION

CHANGEABLE / DYNAMIC / IN FLUX
(RE)PRODUCTION

INCLUSIVE

DEMOCRATIC
MOVES PROD. TOOLS

IT'S A PARTICLE AND A
WAVE... HARD TO DESCRIBE

SHAREABLE, SOCIAL -
PART OF PRODUCT

FOCUS ON PROCESS IS EASIER

FOCUS ON
STORYTELLING
INSTEAD OF
ON INFRASTRUCTURE

THE INTEGRATION OF (DOORWAYS)
INTENTIONAL DESIGN

TRANSFORMATIVE
PROCESS

TRANSFORMING THINGS
WE'D ALREADY

BODY OF
KNOWLEDGE

DEVICES
NETWORK
COMPUTATIONAL
DIGITAL (CODE)

EMERGING
MEDIA

MEDIATED
EXPERIENCE -
THERE'S MORE OF
IT

TRANS-MEDIA
(RECOMBINANT)
STORIES
ACROSS
MULTIPLE
PLATFORMS
also SCHOLARSHIP
LEARNING

INTERACTIVITY
IN PROCESS / PRODUCT

INTER MEDIA
MUSIC, VIDEO...
CONVERGENCE,
SYNTHESIS

Rachel Smith, 2010

THE NEW MEDIA PARADIGM IS...

UNLIMITED
REAL-TIME
ENGAGING
CONVERSATIONAL
MULTIMEDIA
PUBLIC FORUM.



MODERN GOLF'S BIGGEST ALLY...

NEW MEDIA AND SOCIAL MEDIA

SOCIAL MEDIA IS...

A FREE PUBLIC MARKETING
RESEARCH OPPORTUNITY
PLATFORM

FOLLOWERS GROWTH ON INSTAGRAM

| | | <u>2015</u> | <u>2018</u> |
|---|-------------------|-------------|-------------|
|  | @rorymcilroy | 532K | 1.5M |
|  | @jordanspieth | 318K | 1.5M |
|  | @rickyfowler | 508K | 1.5M |
|  | @bubbawatson | 189K | 700K |
|  | @justinprose99 | 152K | 497K |
|  | @blaironealgolf | 33K | 308K |
|  | @shark_gregnorman | 24K | 115K |

“SOCIAL MEDIA HAS MADE IT MUCH EASIER FOR GOLF TO CONNECT WITH A YOUNGER AUDIENCE, WHICH ALSO HAPPENS TO BE ONE OF THE BIGGEST CHALLENGES THE GOLF INDUSTRY IS CURRENTLY FACING”.







Justin Thomas ✓

@JustinThomas34

St. X grad '11 | former golfer at the University of Alabama | now on the PGA Tour |
Instagram: justinthomas34 | snapchat: jlthomas34

© Jupiter, FL

justinthomasgolf.com

Joined February 2011

Justin Thomas ✓
@JustinThomas34

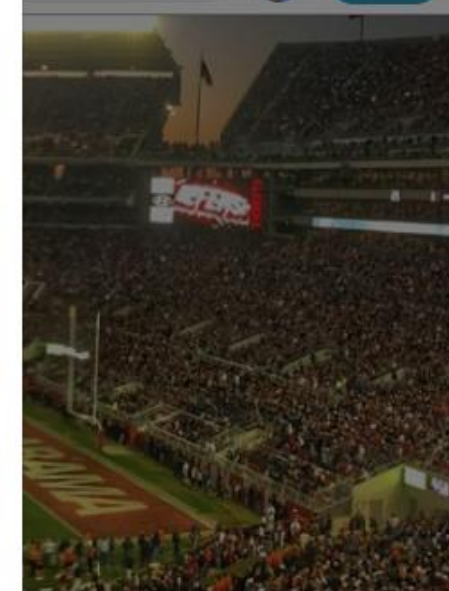
Following

Yeah, so #sb2k17 is happening.. Follow it all on snap 📷jlthomas34



1:48 PM - 11 Apr 2017

2,025 Retweets 5,746 Likes



© 2018 Twitter About Help Center Terms
Privacy policy Cookies Ads info



Gary Player ✓
@garyplayer

Following

When you're disappointed not to be invited to #SB2K17.. all alone on the beach 😞
@JordanSpieth @RickieFowler
@SmylieKaufman10 @JustinThomas34



10:06 AM - 12 Apr 2017

5,408 Retweets 13,987 Likes



Jack Nicklaus



Gary Player ✓

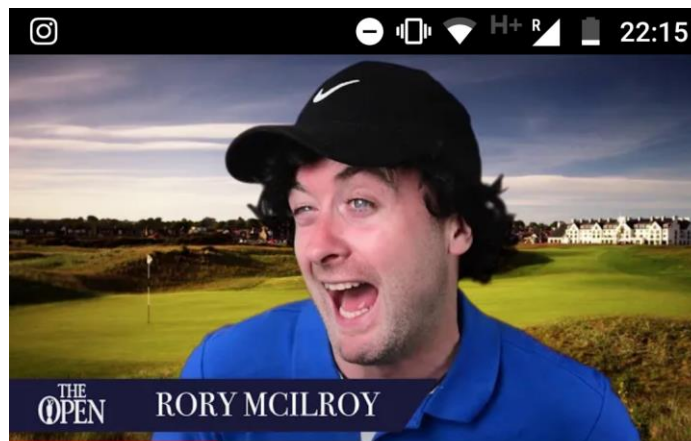
@garyplayer Follows you

The Black Knight, Grand Slam Golfer, Philanthropist, Father, Course Designer & Fitness Fanatic. I'm old, get over it. #family #faith [instagram.com](https://www.instagram.com/garyplayer)

South Africa

[garyplayer.com](https://www.garyplayer.com)

Joined March 2009



PGA Golf Impressions - Open Championship 2018

326,224 views



3.4K



53



Share



Add to



Conor Moore

38,012 subscribers



SUBSCRIBE

Published on 16 Jul 2018

Tiger Woods, Harrington, Reed, DJ, Poulter, Sergio, Phil, Rory, Tommy Fleetwood, Justin Rose and Bubba Watson give there thought heading into the Open Championship at Carnoustie!

Category

Entertainment



- 2.5M WORLDWIDE VIEWS
- ONLY 83K FOLLOWERS ON TWITTER

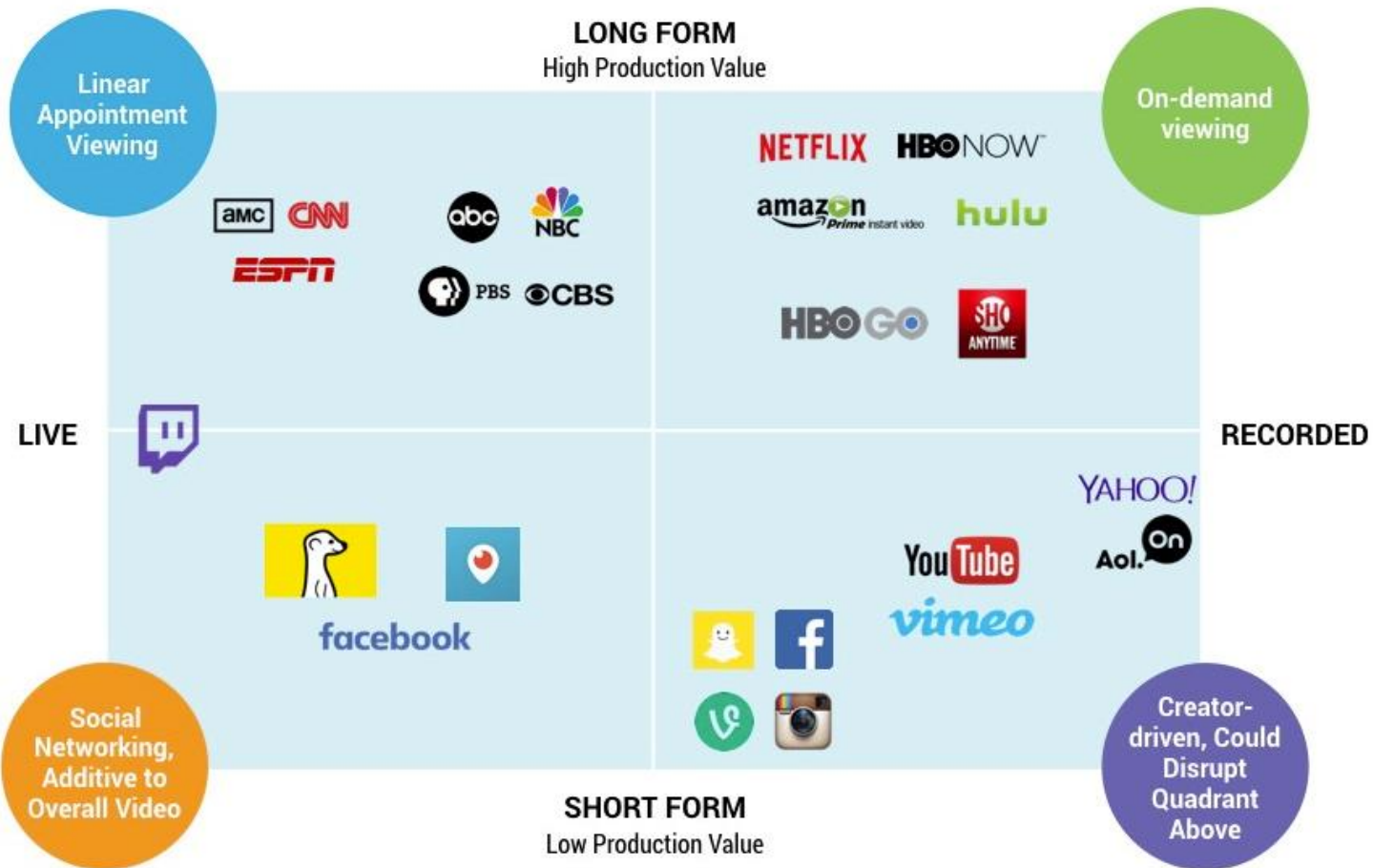
GOLF VIDEOS



'VOICE OF AN ANGEL!' Golf star Louis Oosthuizen mimes hilarious version of 'Rise Up' by Andra Day

SOURCE: THE SUN

CONSUMER BEHAVIOUR HAS CREATED AUDIENCES FOR NEW KINDS OF CONTENT



“Discovery and PGA TOUR to create first-of-its-kind international golf service” June 2018

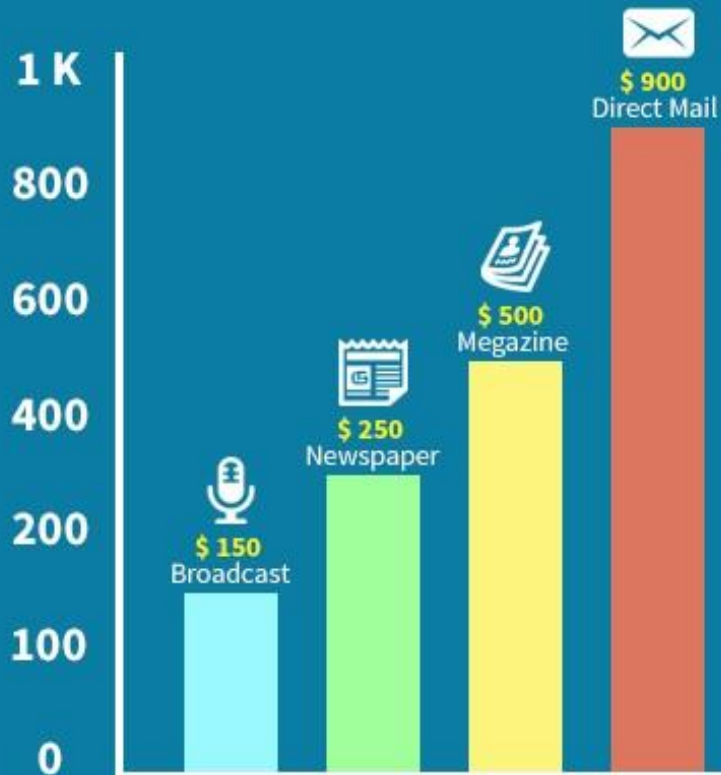


TRADITIONAL

VS

DIGITAL

COST TO REACH 2,000 AUDIENCE



COST TO REACH 2,000 AUDIENCE



DIGITAL MARKETING WINS THIS ONE, HANDS DOWN

SOURCE: MARKAGENCY.COM

“Content is King”

Bill Gates, 1996



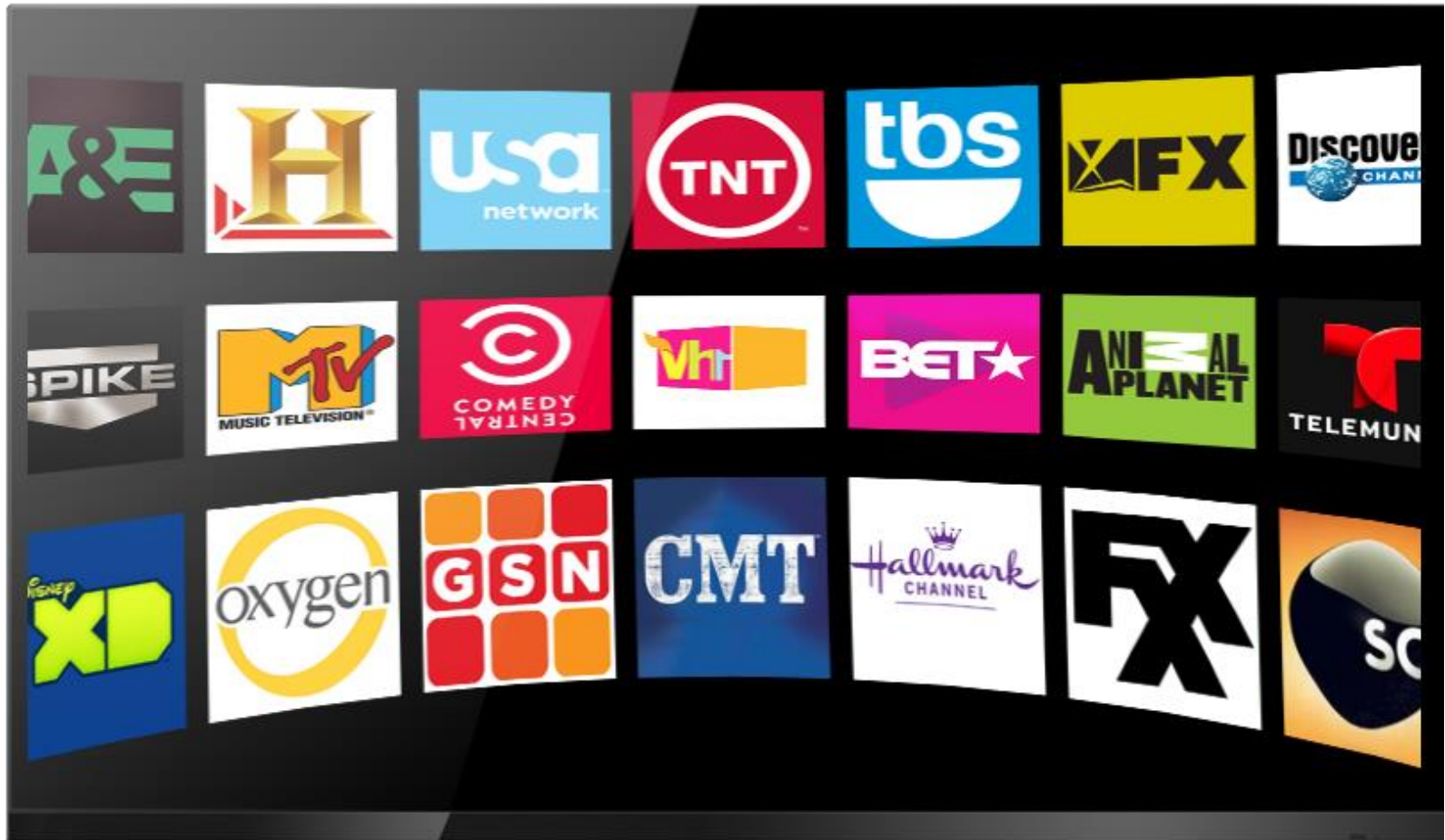
SOURCE: DACGROUP.COM

TRADITIONAL TV



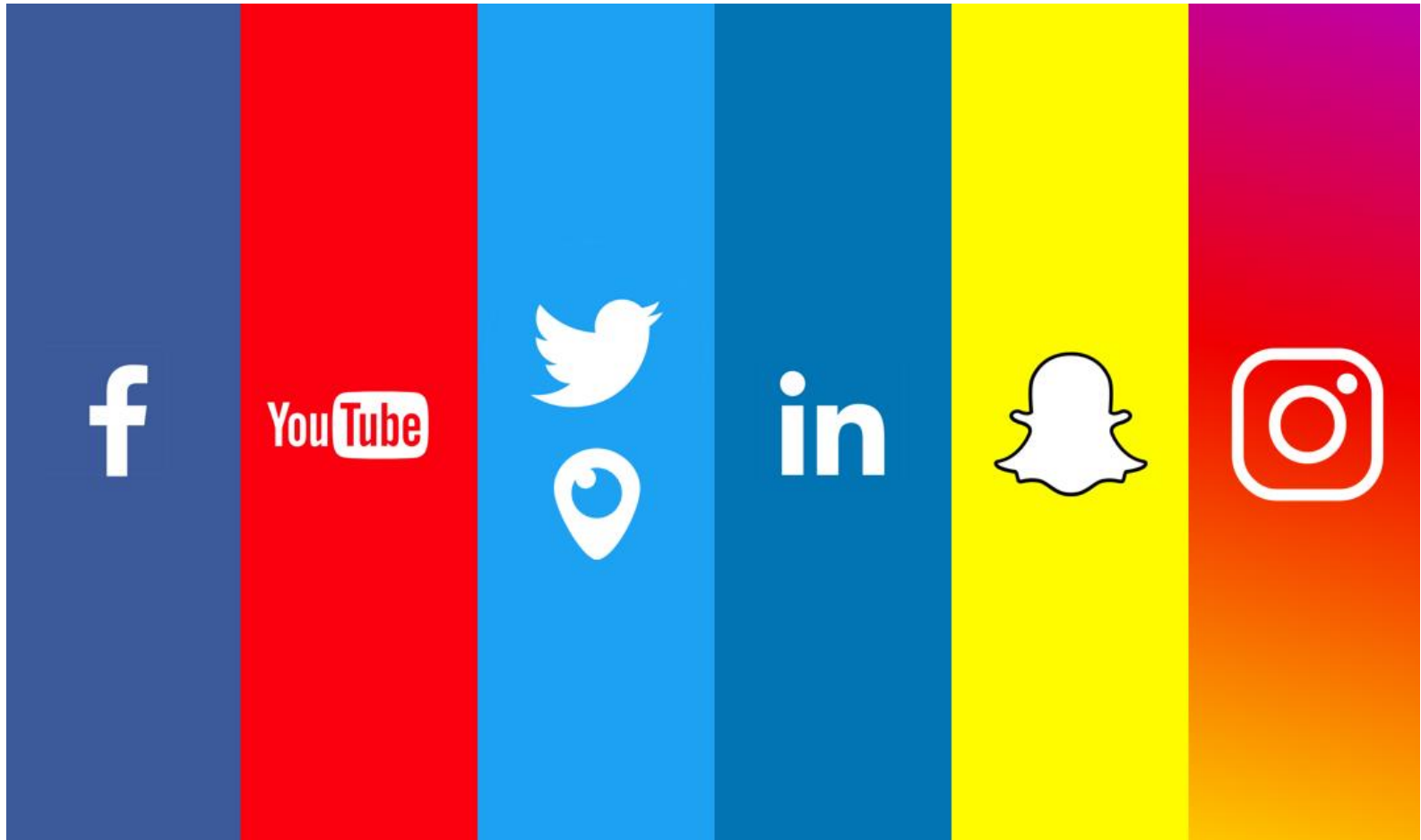
SOURCE: TOTALCABLEBD.COM

TRADITIONAL TV



SOURCE: TOTALCABLEBD.COM

NEW MEDIA



SOURCE: LYKETIL.COM

JUSTIN BIEBER

- DISCOVERED ON YOUTUBE IN 2008
- 2018 NET WORTH: \$265M AT AGE 24



SOURCE: YOUTUBE.COM

#ALEXFROMTARGET

- DISCOVERED ON TWITTER IN 2014
- OVERNIGHT SENSATION



rims @auscalum · 12h
YOOOOOOOOOOO pic.twitter.com/eknsxBIx38



1.1K



1.9K

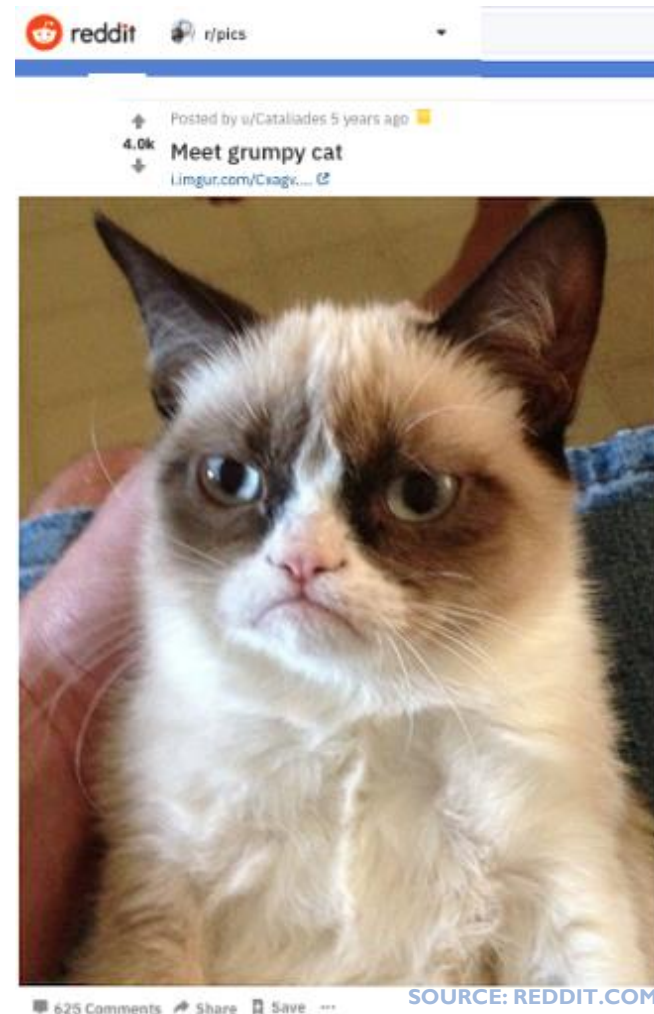


Twitter / @auscalum

SOURCE: TWITTER.COM

#GRUMPYCAT

- DISCOVERED ON REDDIT AND TWITTER IN 2012
- WORLD FAMOUS IN 48 HOURS
- NET WORTH \$100M IN 2 YEARS





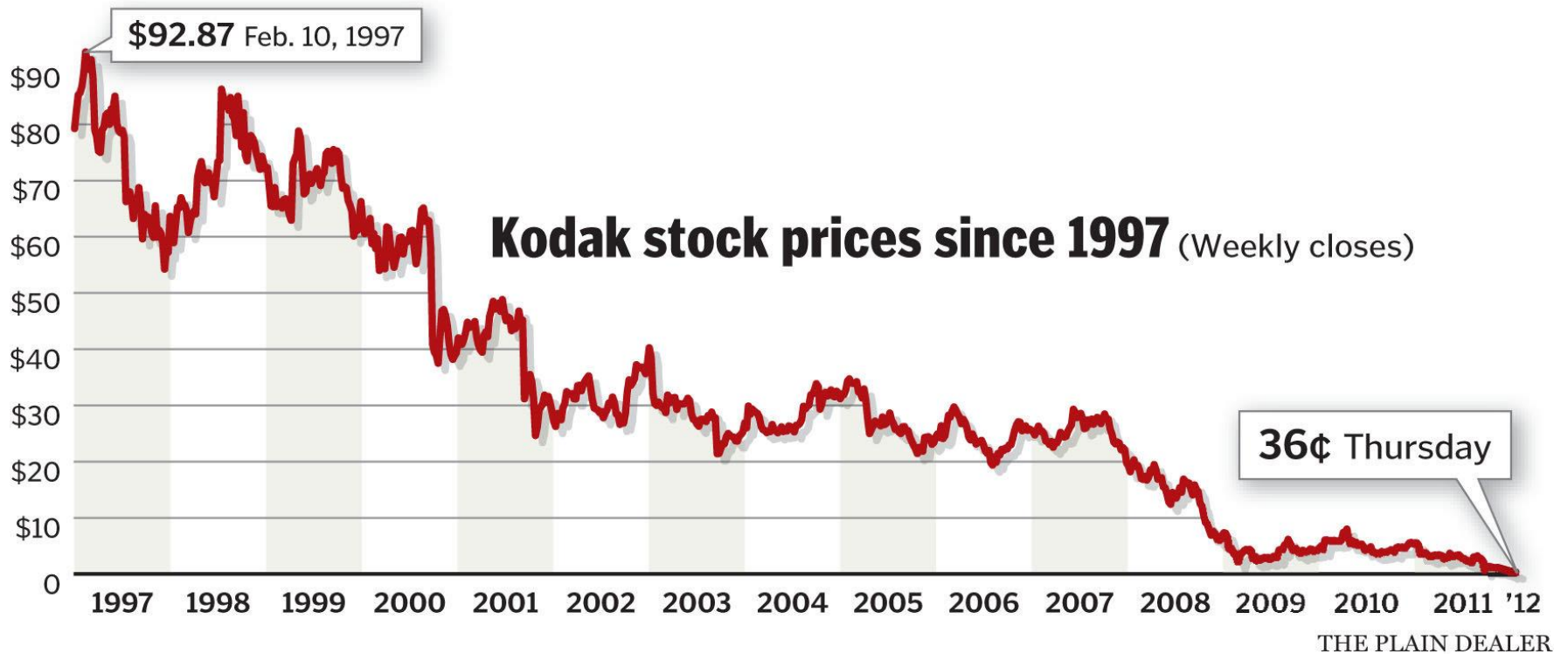
SOURCE: BUSINESSINSIDER.COM



BE
MASSMEDIA
JUST **BE**

WORKING FOR GOLF



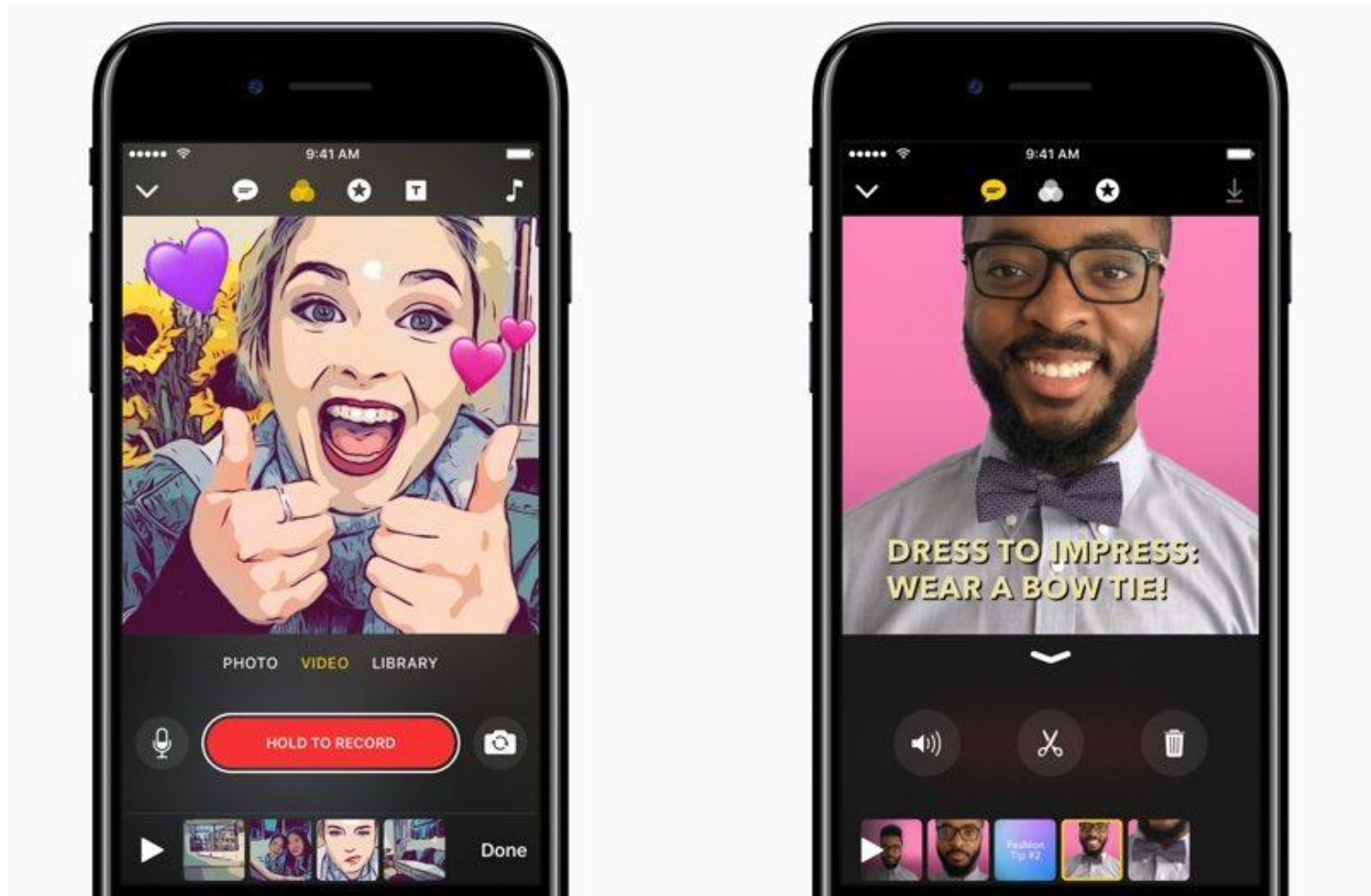




BE
MASSMEDIA
JUST BE

WORKING FOR GOLF

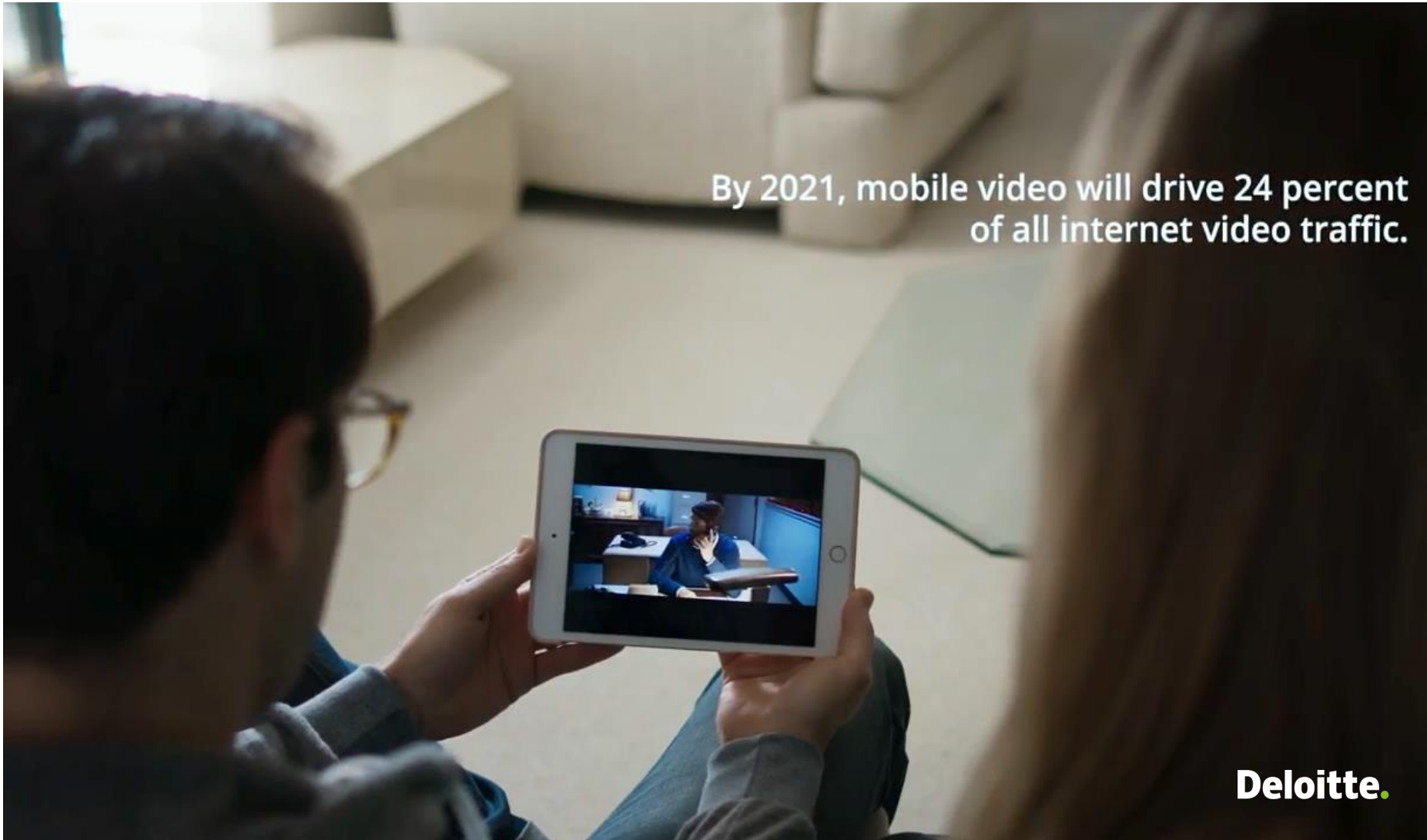




SOURCE: FIVERR.COM



SOURCE: MDNUTTPARTNERS.COM



By 2021, mobile video will drive 24 percent
of all internet video traffic.

Deloitte.

SOURCE: 2018 DELOITTE MEDIA AND ENTERTAINMENT INDUSTRY OUTLOOK



WORKING FOR GOLF 



SOURCE: ITUNES



SOURCE: ITUNES



WORKING FOR GOLF R&A



CAYMAN ISLANDS

69

SOURCE: DIGITAL 2018 IN THE CARIBBEAN BY HOOTSUITE

 Hootsuite™  we are social

JAN
2018

DIGITAL IN THE CAYMAN ISLANDS

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are.
social

61.95
THOUSAND

URBANISATION:

100%

INTERNET
USERS



54.00
THOUSAND

PENETRATION:

87%

ACTIVE SOCIAL
MEDIA USERS



we
are.
social

54.00
THOUSAND

PENETRATION:

87%

MOBILE
CONNECTIONS



94.66
THOUSAND

vs. POPULATION:

153%

ACTIVE MOBILE
SOCIAL USERS



48.00
THOUSAND

PENETRATION:

77%

70

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; **INTERNET:** INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETUVESTAT; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA AND MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).



Hootsuite™

we
are.
social

SOURCE: DIGITAL 2018 IN THE CARIBBEAN BY HOOTSUITE



BE
MASSMEDIA
JUST BE

WORKING FOR GOLF



JAN
2018

INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

54.00
THOUSAND

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



87%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

48.00
THOUSAND

MOBILE INTERNET USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



77%

73

SOURCES: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; KEPIOS ANALYSIS. **NOTES:** PENETRATION FIGURES ARE FOR FULL POPULATION, REGARDLESS OF AGE.



Hootsuite™

we
are
social

SOURCE: DIGITAL 2018 IN THE CARIBBEAN BY HOOTSUITE



BE
MASSMEDIA
JUST BE

WORKING FOR GOLF

R&A

JAN
2018

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS &
DESKTOPS



49%

YEAR-ON-YEAR CHANGE:

-10%

MOBILE
PHONES



40%

YEAR-ON-YEAR CHANGE:

+26%

TABLET
DEVICES



11%

YEAR-ON-YEAR CHANGE:

-23%

OTHER
DEVICES



0.15%

YEAR-ON-YEAR CHANGE:

+25%

75

SOURCES: STATCOUNTER, JANUARY 2018, AND STATCOUNTER, JANUARY 2017.



we
are
social



Hootsuite™

we
are
social

SOURCE: DIGITAL 2018 IN THE CARIBBEAN BY HOOTSUITE



BE
MASSMEDIA
JUST BE

WORKING FOR GOLF



JAN
2018

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



54.00
THOUSAND

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



87%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



48.00
THOUSAND

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



77%

78

SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS
NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

 **Hootsuite™** 

SOURCE: DIGITAL 2018 IN THE CARIBBEAN BY HOOTSUITE

JAN
2018

FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF
MONTHLY ACTIVE
FACEBOOK USERS



we
are
social

54.00
THOUSAND

ANNUAL CHANGE IN
FACEBOOK USERS
vs. JANUARY 2017



+8%

PERCENTAGE OF
FACEBOOK USERS
ACCESSING VIA MOBILE



we
are
social

89%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS FEMALE



52%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS MALE



48%

79

SOURCE: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2018.



Hootsuite™

we
are
social

SOURCE: DIGITAL 2018 IN THE CARIBBEAN BY HOOTSUITE



BE
MASSMEDIA
JUST BE

WORKING FOR GOLF



JAN
2018

INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER



TOTAL NUMBER OF
MONTHLY ACTIVE
INSTAGRAM USERS



28.00
THOUSAND

ACTIVE INSTAGRAM
USERS AS A PERCENTAGE
OF TOTAL POPULATION



45%

FEMALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



54%

MALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



46%

82

SOURCE: EXTRAPOLATION OF DATA FROM INSTAGRAM (VIA FACEBOOK), JANUARY 2018. PENETRATION RATES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

 **Hootsuite**™ 

SOURCE: DIGITAL 2018 IN THE CARIBBEAN BY HOOTSUITE

JAN
2018

MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)



TOTAL NUMBER
OF MOBILE
CONNECTIONS



we
are
social

94.66
THOUSAND

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



GSMA

153%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



GSMA

82%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



GSMA

18%

PERCENTAGE OF MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G & 4G)



54%

83

SOURCE: GSMA INTELLIGENCE, Q4 2017. NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

Hootsuite™ we
are
social

SOURCE: DIGITAL 2018 IN THE CARIBBEAN BY HOOTSUITE

WE KNOW HUMAN ATTENTION IS DWINDLING



The average human
attention span in

2000



The average human
attention span in

2015



The average
attention span of a

GOLDFISH

SOURCE: STATISTIC BRAIN



BE
MASSMEDIA
JUST **BE**

WORKING FOR GOLF



Gen Z

use online but prefer OOH



Gen Z like online but dislike online ads

75%



Spend more than an hour per day online

32%



Feel positive about online advertising

52%



Use ad blockers

To reach Gen Z brands must respect their space

Ad Perception

Ads annoy me
54% on desktop
46% on mobile



Gen Z would not skip OOH

“Ads outdoors are well designed and attractive. It's a relaxing moment to see these ads while waiting for [a] bus or someone.”
China respondent

Gen Z prefer OOH to online ads
(% positive receptivity)

55%

Outdoor

53%

Cinema

51%

Magazines

32%

Desktop display

32%

Online search

30%

Mobile Display

Focus on

Gen Z

raising the bar for retail

Gen Z...

Shops Differently



60% are impulsive shoppers



58% would pay for 1hr delivery



46%

check in-store before buying online

73% would try voice-activated ordering



60% prefer shopping in-store

Gen Z...

is not brand loyal

& expects Story-Telling



2x more likely to check YouTube before buying vs Millennials

37% have increased use of social media in purchasing decisions

Gen Z...

relies on Visuals

55% Say YES to OOH



48% are positive about viewing TV ads

48%

Almost 3/4 don't like mobile ads

70% skip online ads

52% use ad blockers

55% are positive about viewing OOH Advertising



52%

Source: Accenture

SOURCE: JDECAUX.COM

A black and white photograph of Albert Einstein riding a bicycle on a paved path. He is smiling and looking towards the camera. In the background, there is a white building with a large arched doorway and a window with shutters. A small potted plant is visible near the doorway. The shadow of the bicycle is cast on the ground in front of him.

LIFE IS LIKE RIDING A BICYCLE
TO KEEP YOUR BALANCE
YOU MUST KEEP MOVING

ALBERT EINSTEIN

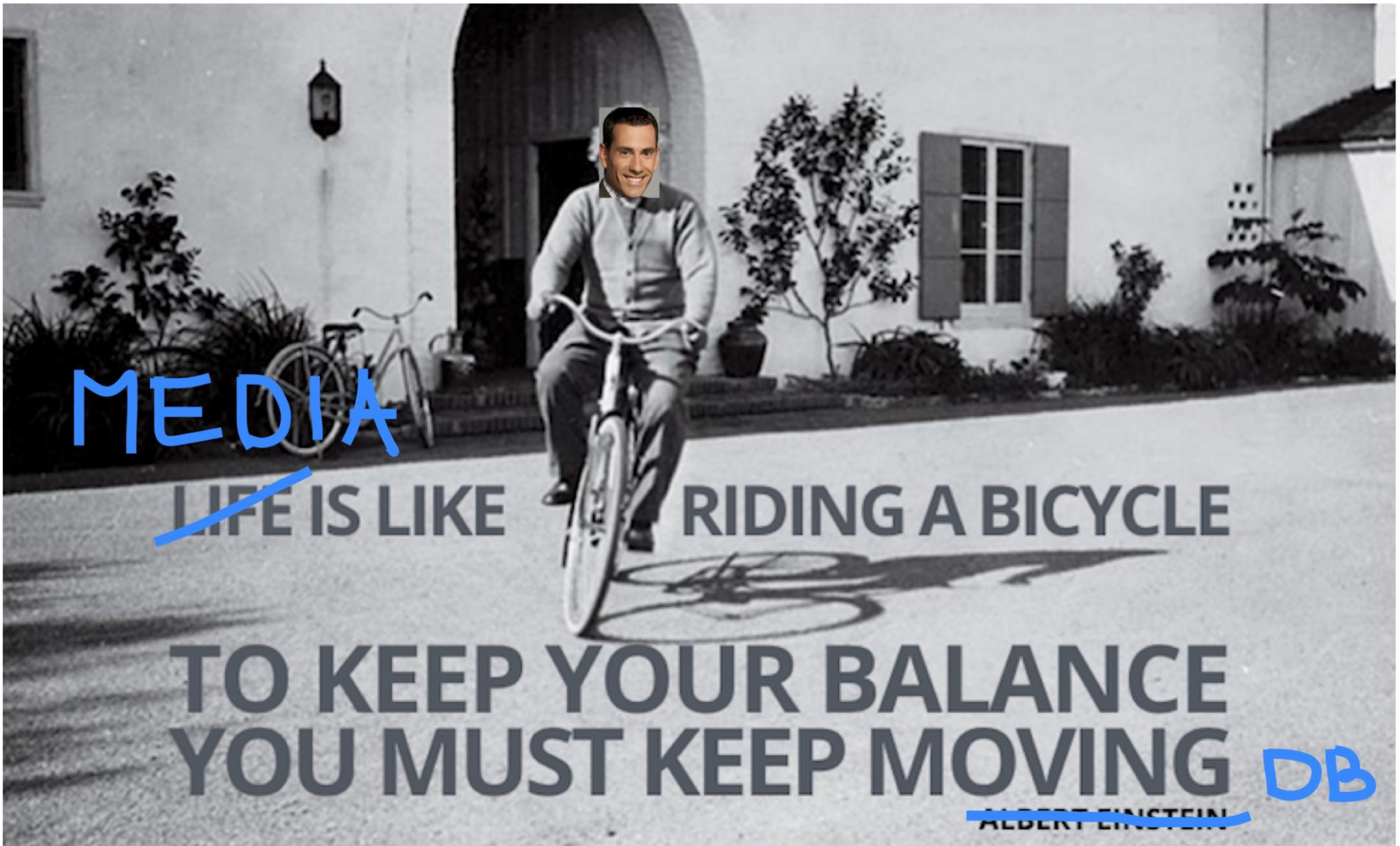
SOURCE: SMALLBUSINESS.COM



BE
MASSMEDIA
JUST **BE**

WORKING FOR GOLF





MEDIA

LIFE IS LIKE RIDING A BICYCLE

**TO KEEP YOUR BALANCE
YOU MUST KEEP MOVING**

ALBERT EINSTEIN

DB

SOURCE: SMALLBUSINESS.COM



BE
MASSMEDIA
JUST **BE**

WORKING FOR GOLF





“I am in favour of constantly changing to seek to improve. I want to see a much higher proportion of the spectators at The Open in the under 25 age range and to do that we have to find ways to attract young people to attend and technology will be key to this.”

Social Media & Tourism

The Impact

Social Media has made a huge impact on many areas – both personal and business. Its impact on the tourism industry in particular has been nothing short of paramount...



SOURCE: TOURISMINDUSTRYBLOG.CO.NZ



BE
MASSMEDIA
JUST BE

WORKING FOR GOLF





SOURCE: RITZ CARLTON ON CAYMAN ISLANDS



BE
MASSMEDIA
JUST **BE**

WORKING FOR GOLF



**“TRANSITIONING OUR SPORT INTO THE
NEW MEDIA UNIVERSE THROUGH
ENGAGING CONTENT”**

SELFIE TIME!

**#caribbeangolf #randa #conference
#golf360**



Instagram

Search

Log In

Sign Up



jordanspieth • Follow

Mango Deck Cabo

jordanspieth Getting the guy
@smyliekaufman10 to the finish line..
congrats brother

Load more comments

romneyvictoria ILYSM JORDAN 🥰🥰💜

_michael_buckley_ <https://www.gofundme.com/5kc1nts>

athul_afreedh4 which There potatoes
favourite

golffused 🍌



147,251 likes

APRIL 14

Log in to like or comment.



SOURCE: JORDAN SPIETH INSTAGRAM



BE
MASSMEDIA
JUST BE

WORKING FOR GOLF

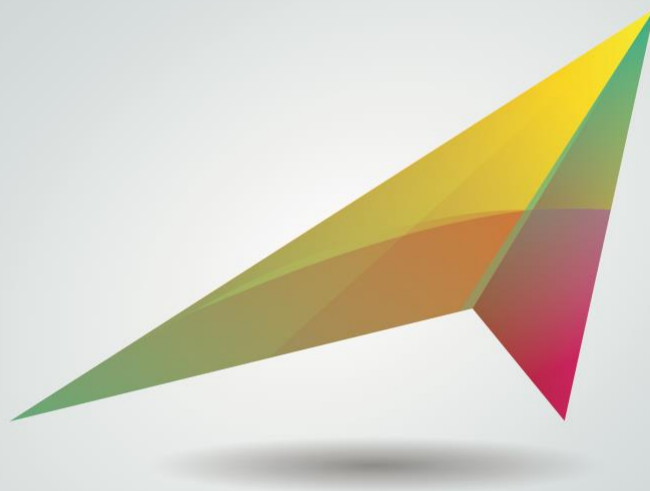


I International Golf Conference Caribbean Cayman Islands, 2018



R&A





BE Mass Media Productions
La Gioconda 4344 D32, Las Condes, Santiago, Chile
be@bemassmedia.com +569-8829-9138
www.bemassmedia.com