



AN INTRODUCTION TO GOLF CLUB MANAGEMENT

11TH - 13TH MARCH 2020

3-DAY TRAINING COURSE IN
BEAUTIFUL NORTH BERWICK

Thinking of a Career in Golf Club Management?

Working in the golf industry may seem like a dream job but how would you know that it is right for you, and how would you take your first steps into it?

Today managers working in golf clubs will be expected to manage a large complex property with multiple buildings and golf facilities whilst leading a team to deliver leisure services to members and visitors, and managing the club's finances.

Whether club managers come from a business background or are entering the club industry from hospitality, university or sport, it is essential to understand the broad range of duties required in the day-to-day management of a club.

"Within 3 months of attending the course, I secured my first job in the golf industry"

I.M from Glasgow

"In 30 years of work, I have never come away as inspired as I do tonight"

S.M from Edinburgh

"The best leadership course I have ever attended."

J.B from Angus

**Ideal for Golf Professionals
or Head Greenkeepers
considering a career in club management**

THE VENUE

The world famous **North Berwick Golf Club** where the game has been played since the 17th Century – delegates will enjoy the opportunity to explore the traditional 1880s clubhouse and the course maintenance facility.



THE HOSTS

Your hosts, **Kevin Fish** and **John Kemp**, will be joined by a range of qualified and experienced golf industry managers including **Course Manager Stuart Greenwood** from North Berwick, and **David Gemmell CCM** from Turnhouse Golf Club.

Kevin Fish CCM

Kevin is a former Club Manager at the Glen Golf Club in North Berwick (1999-2008), who has over 20 years of experience in the Club Industry. Kevin was named the UK Golf Club Manager of the Year in 2004, and was in the first group of Europeans to be awarded the CCM (Certified Club Manager) in 2008.

John Kemp CMDip

John has held a variety of roles in the golf industry from greenkeeping to club management, course design to consultant – working at clubs of various sizes from small 9-hole community courses to major championship venues. He holds a degree in Golf Management and professional qualifications in Golf Course Design, and Club Management.

Kevin Fish, CCM

John Kemp, CMDip

THE CONTENT

What will Introduction to Golf Management include?

The course combines classroom time and practical 'walk & talk' sessions delivered by some of the most experienced managers in Europe with the opportunity to ask them the questions you've always wanted answered.

The programme will cover the ten core competencies of club management as laid out by club managers associations and particular focus on:

- Marketing for Golf Clubs
- Managing & Running Golf Competitions
- Delivering Member Services
- Finances for Golf Clubs
- Understanding Club Governance
- Food & Beverage in the Clubhouse
- Golf Course Maintenance for Non-Greenkeepers
- Customer Needs in the Golf Industry

The course will conclude with a review of your personal fit and the next steps in professional education and career progression.

"I thought I already knew the topics that matter - I do now"

J.B from Angus

"Excellent course – great to experience a course which focuses on both professional and personal development to such high standards"

I.M from Lothians

Wednesday 11th March	
9.30am–10.00am	Registration & Welcome from your hosts
10.00am–5.30pm	Full day of classroom and 'back of house' awareness including club financial management, members' services, club competitions and collaborative club governance.
7pm	Relaxed Evening and Optional Dinner
Thursday 12th March	
9.00am – 5.00pm	Full day of classroom and "back of house" awareness including the role of food and beverage at the club & golf course maintenance.
7.00pm	Evening meal and facilitated Q&A with distinguished Club Managers, to allow you to ask searching questions about a career in the industry.
Friday 13th March	
8.30am – 16.30pm	Full day of classroom and "back of house" awareness including meeting your customers' needs and the role of marketing at the club.
	A thorough objective analysis of your ideal fit within the industry, and signposts to the educational pathway and CPD opportunities ahead.

HOW TO BOOK

To book your place on this course
contact John by email or phone:

john@ccl.services
07760 685 734

Course price:
£450 Non-Residential

North Berwick has a variety of accommodation options from 5* Hotels, to comfortable Bed & Breakfast guesthouses. If you would like some advice on where to stay for the course we are happy to help.

The Introduction to Golf Management package includes:

- A delegate pack with all course materials, presentations, and bonus golf management reading
- A personality assessment of your potential ideal fit within the golf industry
- All daytime meals, teas & coffees
- Tuesday evening dinner
- A certificate of attendance to evidence your professional development

"Great value for money"

J.C from Ireland

"The mix of quality handouts, group discussion, presentations & accompanied tours of the facility were spot on. The best course I have ever attended"

D.T from Aberdeenshire

"The Introduction to Golf Club Leadership course confirmed to me that my skills and experience were a good fit for a career in golf, and gave me the X-factor me to prove this at interview. Within a few weeks of attending the course I was successful in gaining a General Manager role, and I am very excited to be embarking on my new career in golf club management."

I.M from Glasgow

Contemporary Club Leadership is proud to work with partners committed to education and professionalism in the club industry

www.ccl.services



CLUB
MANAGERS
ASSOCIATION
OF AMERICA

