



Virtual
Conference



30 Nov to
02 Dec

EUROPEAN CONFERENCE

ON CLUB MANAGEMENT 2020

BACK TO THE FUTURE



European Conference on Club Management 2020

BACK TO THE FUTURE



About

Welcome to the 2020 European Conference on Club Management.



We are delighted to be able to bring our members together for three days of education and networking during these difficult times. The thirst for quality club specific education in Europe & Middle East (and Northern Africa) remains exceptional and we are proud to be hosting this online conference for you today.

We have secured an engaging group of speakers who will cover a range of relevant topics from the core competencies, which includes 18 of our own Certified Club Managers and Diploma holders.

Our thanks goes out to our corporate partners, whose generosity continues to enable CMAE to offer such an excellent education programme.

We hope you enjoy the education and networking and thank you for attending.

Torbjorn Johansson, Director of Education



Day 1 Meetings

We will host meetings so you can find out everything you need to know about CMAE, our education and certification and more. We will also officially open the conference.



Day 2 Education & Networking

An exciting line up of seminars and keynote sessions. Using the interactive map explore four different floors and connect with delegates, sponsors and educators



Day 3 Workshops

Attend your choice of six virtual specialised workshops with our expert presenters. At the end of day 3 all delegates are welcome to attend the closing session of the conference

Programme

30TH NOVEMBER
DAY 1: MEETINGS

09.00-09.45	Open CMAE Meeting Information and discussion on CMAE Portfolio and Strategic Planning
10.00-10.30	Open session on E-Learning Discussions on E-Learning and Online Training
11.00-11.45	Alliance Partner Meeting *Alliance Partner Contacts Only
12.00-12.30	Launch of CMAE Book Club Join and listen, sign up & discuss
12.30-13.15	CCM Meeting *CCMs Only
14.00-14.30	CCM Pathway Eligibility & Exam Information & Discussions
15.00-15.45	Corporate Partner Meeting *Corporate Partners Only
16.00-16.30	CMDip Meeting New information for CMDips & Discussion about WBA
17.00-17.45	Conference Opening James Burns, President CMAE, Mark Bado, President CMAA, Martin Slumbers, The R&A
17.45-18.30	After Work Tribute to Corporate Partners 2020



Programme

1ST DECEMBER DAY 2: SEMINARS & KEYNOTES

08.00	Enter the Conference Area See Welcome & Details	LOBBY
09.00-09.40	CMAE Welcome + Keynote Speaker Rob Hill, GGA Partners	3RD FLOOR
10.10-10.50	Building Trust in your Team Andrew Whitelaw, CCM & Tristan Hall, CCM	1ST FLOOR
	Membership and Marketing travel back to the future Daniel Asis, CCM & Alberto Iglesias, CCM	2ND FLOOR
	Work life balance through Effective Management Fraser Jervis, CMDip & Criscia Walker, CMDip	3RD FLOOR
11.30-12.15	Key Note Speaker - Effective Change Management Andre Van Hall	LOBBY
12.45-13.20	Overcoming F&B hurdles James Burns, CCM & Michael Braidwood, CCM	1ST FLOOR
	How to Burn down the Club house (in three easy steps) David Roy, CCM & Chris May, CCM	2ND FLOOR
	Passion, Integrity, Respect Gabriel Sota, CCM & Derek Mckenzie, CCM & José María Olazábal	3RD FLOOR
14.00-14.40	Key Note Speaker - Roller Coaster Ride Arnaldo Cocuzza, CCM	3RD FLOOR
15.00-15.35	Training and development cultures Adam Rowledge & Michael Newland, CCM	1ST FLOOR
	What's wrong with your Social Media? David White, CMDip & Ascanio Pacelli, CCM	2ND FLOOR
	Amazing encounters with debriefing Laurie Martin & Howie Roberts, CMDip	3RD FLOOR
16.15-17.00	Key Note Speaker – Attitude Amplifier Vincent Phipps	3RD FLOOR
17.00-17.45	After work – Tribute to Corporate Partners 2020	LOBBY

09.00-10.40 WORKSHOP 1

Principles for a high performance culture

This high performance culture workshop will provide you with principles and tools and techniques to lead your employees to be united, aligned, and a productive community - even in difficult times. Having a deep understanding on the culture of your club for 2021 is of critical importance in order to engage your employees through this very unprecedented time. The HPC (High Performance Culture) model will give you the framework to guide your employees on a journey that will align commonalities and differences, resulting in high performance.



SUSAN STEVENSON

10.00-12.00 WORKSHOP 2

Lean Process and Six Sigma

Six Sigma and Lean Process experiential workshop will share tools, systems and framework that have been developed and used in other industries for eliminating defects and waste in the business process. Six Sigma and Lean process workshop will provide an introduction to a way of thinking and behaving that has changed many corporations in the world. This workshop will give participants an opportunity to reflect, learn, and create new tools, ideas, concepts to apply in their clubs to deliver the intended result in 2021 and beyond.



DARSHAN SINGH

11.00-12.40 WORKSHOP 3

How do we give members the warm embrace - when we dare not embrace?

Golf rounds have spiked. Historic perceptions of our game are under review. And younger people have decided CLUB might be for them after all ! But with clubhouse restrictions ongoing and precautions to be followed, how do we continue to put CLUB in to clubhouse ? Discover what clubs around the globe are doing to overcome this challenge, and assess your club's approach to the four questions that will ensure you lead your team in your never ending mission to increase member loyalty and belonging.



KEVIN FISH CCM

13.00-14.40 WORKSHOP 4

Scenario Planning

Scenario planning is making assumptions on what the future is going to be and how your business environment will change overtime in light of that future. More precisely, Scenario planning is identifying a specific set of uncertainties, different “realities” of what might happen in the future of your business.

Bill has been in constant demand as a business coach, to all types and sizes of business, for over thirty years. Bill guides, motivates and inspires in equal measure but always through the delivery of exceptional performance.



BILL SANDERSON

14.00-16.00 WORKSHOP 5

Change Management

Participants will be able to discuss what change is currently affecting them, and not only how to deal with it effectively, but also how to make change happen. The completed worksheet will give them a living document to take back to the office and quickly begin implementing a “culture of curiosity” both in their personal and professional lives.

Andre's storied career in the hospitality industry spanned three continents and the world's finest hotels. He was at the peak of his game. Until the day tragedy struck. He went blind and was followed shortly by a diagnosis of cancer that was metastasizing. André made a discovery and is now sharing it with the world.



ANDRE VAN HALL

15.00-16.30 WORKSHOP 6

Amplify your Presentation online

This will be an exciting and engaging workshop! Amplify yourself and your club with improved skills. Vincent Ivan Phipps is an attitude amplifying keynote speaker and communication coach. Vincent is called, the Attitude Amplifier due to his high energy, content rich material, and interactive presentation style.



VINCENT PHIPPS

Conference closing

16:45-17:15

DAY 3

Beyond Coronavirus - The Future of Business

Vito di Bari



Vito Di Bari maintains a global reputation of excellence as the world's premiere futurist, innovation strategist, and inspirational keynote speaker; he is the only keynote speaker who has given a TEDx Talk in five world continents. A former professor at the Polytechnic University in Milan, he has also served as Executive Director for the IMI Institute of UNESCO in Paris, as Innovation Designer of the World Fair Expo 2015 for the candidate city of Milan, and as Executive Vice-President of SPN (Satellite Program Network) – America's first satellite television network.

He has published 11 books on innovation and hosted the show "Live from the Future" on Discovery Channel. The Nobel for Economics Kenneth Arrow, said, "Vito Di Bari engineers dreams. Concrete dreams, based on solid facts". According to Encyclopedia of Speakers, Vito is one of the three most influential futurist keynote speakers in the world. His latest book "The Great Reset - A New Business Renaissance" has just been published.

17:15-17:45

DAY 3

Conference close

Ed Edwards, Darshan Singh
Torbjörn Johansson



Toby, Director of Education of CMAE will discuss with Ed Edwards, COO of Golf Saudi the new Education pathways being developed for Golf Saudi employees (and Saudis in general) by CMAE. We get to hear about the exciting visions Golf Saudi have for the people of Saudi Arabia. How they will get mass participation from children, women, men and Saudis of all ages and genders in the game of golf. Darshan Singh is one of the developers and will give his unique view into the project based on his background working with both CMAE and projects in Saudi Arabia.



Session Details

10.10-10.50
SEMINAR 1

Membership and Marketing travel back to the future

Daniel Asis, CCM & Alberto Iglesias, CCM

Clubs and golf courses are a fighting ground for traditions and modern trends. Club managers need strategies to improve member attraction and retention in post-COVID times. The array of tools is wider than ever to retain members and attract new customers.



Building Trust in your Club

Andrew Whitelaw, CCM & Tristan Hall, CCM

Believing in the reliability, truth or ability of someone is a key building block to running a successful club. This session "Building Trust in your Club" examines how Trust is built through the various stakeholder groups highlighting the key components of Trust that will help you drive the performance of your Club. An engaging session drawing on various examples of how building Trust is essential and in particular during the Covid-19 Pandemic.



Work life balance through Effective Management

Fraser Jervis, CMDip & Criscia Walker, CMDip

With this seminar comes Structure within the work place - Roles & Expectations, Training & Planning all lead to good Governance. If all of this is in place it will have a positive effect on Time Management and therefore assist in work life balance.

We are not perfect. All we can be is our best at work or at home.

There are 3 Golden rules for work balance through effective management.

"Even if you can't spend the time we want in an aspect of our life, be your best at it when we are in it."



Session Details

12.45-13.20
SEMINAR 2

How to burn down your Club house (in three easy steps)

David Roy, CCM & Chris May, CCM

In this session, you will learn

- How to neglect maintenance to generate spontaneous combustion.
- How to ensure that staff can spectate as their clubhouse is reduced to ashes.
- How to prevent the Fire Brigade interfering.

A major fire is a highly traumatic experience, frightening and life-threatening. There are a number of reasonably simple maintenance issues that can help prevent such an event and this session can illustrate how.



Overcoming F&B hurdles

James Burns, CCM & Michael Braidwood, CCM

In these strange times F&B operations have had a lot of restrictions put on them. These 'hurdles' have allowed creative thinkers to come up with innovative ideas on how to overcome the challenge and make their F&B operations viable. In this session you will learn about collaborative and creative thinking to aid you F&B operations through challenging times via 6 different international case studies –

- Collaborative thinking
- Dare to be different
- Great time to experiment
- Keeping your team engaged



Passion, Integrity, Respect

Gabriel Sota, CCM & Derek Mckenzie, CCM & José María Olazábal

Ryder Cup Captain and World Hall of Famer José María Olazábal will share stories from the past but most importantly talk about his thoughts about the future of golf and the golf clubs. His values lies in the following three words: Passion, Integrity, Respect.

In 2012 he captained Europe's Ryder Cup team to a narrow victory over the US, which seemed improbable at the start of the final day's play when the Europeans trailed 10-6. They came back to win 14½-13½.

José is now active in the golf industry with designing Golf courses with his company Olazabal Design and looking for the future development of the game.



Session Details

15.00-15.35
SEMINAR 3

Amazing Encounters & How to KISS

Laurie Martin & Howie Roberts, CMDip

Listen to the stories with having a greenkeeper who is first generation Non-Cannibal, having a gun fight at the golf course, entertaining presidents - but also how to deal with stress and encounters with your self and your team. This duo from two different parts of the world (Canada & Bali) will bring a seminar worth remembering.



Culture eats strategy for breakfast - learning to succeed through challenge and change

Adam Rowledge & Michael Newland, CCM

In this session we will share with you how to transform your business through effective culture change, drive competitive advantage through learning and lead through change and uncertainty. Throughout the current challenging times that we're in, our ability to 'do change' well, learn and innovate is what sets us apart from the competition, join us to benefit from tips, tools and techniques to help you succeed.



What's wrong with your Social Media?

David White, CMDip & Ascanio Pacelli, CCM

A seminar on Digital Marketing where we will hear how a club potentially could "win" in social media without having employees fully dedicated to social media marketing. We also cover why you need to invest in your platforms.



Keynote Speakers

09.00-09.40

KEYNOTE 1

Measuring Leadership Success

Rob Hill, GGA Partners

Most of us have hero-leaders whose accomplishments we admire. Some are renowned the world over. Some are personal to us. We judge the success of their leadership by the decisions they make, the way they arrive at them and most of all, the positive impact of their actions.

So how should club leaders measure the success of their leadership? Are they measuring what really counts? In his keynote address, Rob Hill will suggest metrics for measuring leadership success in 2020 and beyond.



11.30-12.15

KEYNOTE 2

Effective Change Management

Andre Van Hall

Do Not Fear Managing Change – Be the Change

The most important kind of change is the one that YOU initiate or influence, the one you can make happen on purpose! Of course, it's easier to fall into a safe routine and resist moving forward, but I am here to tell you: "Do not fear managing change – be the change."



Keynote Speakers

14.00-14.40
KEYNOTE 3



Roller Coaster Ride

Arnaldo Cocuzza, CCM

Arnaldo was a very successful Club Manager at an Italian Club and also former President of the CMAE. Life was good. He then lost his job and received some negative criticism. He was offered a position and new opportunity in the USA and uprooted his family for an American adventure. After many years of hard work, he has secured a Visa and now finds himself at the exclusive Desert Mountain Club in Arizona in the role of Director of Athletics. Hear his story here.

16.15-17.00
KEYNOTE 4

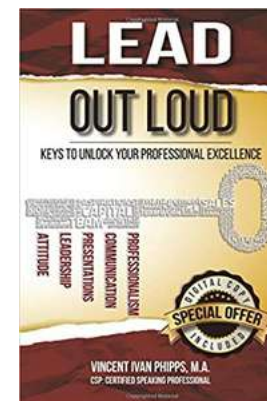


Attitude Amplifier

Vincent Phipps

Vincent Ivan Phipps is a keynote speaker, workshop facilitator and communication coach. Vincent is called The Attitude Amplifier due to his high energy, content rich material, and interactive presentation style.

Vincent's philosophy is, "If I can get you to laugh, I can get you to listen. If I can get you to listen, I can help you amplify."



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VINCENTS BOOK FOR ALL
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