



CMAE Announces Leadership Conference

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The Club Managers Association of Europe is to stage an important new *'Leadership in Education'* conference that will bring together Europe's club managers' associations to discuss future trends and developments across the whole industry.

This new event, planned for December 2nd-4th, 2010, will be staged at the São Rafael Atlantic Hotel in Albufeira, set on Portugal's beautiful Algarve coastline, and will be attended by the presidents, chairmen, board and committee members from all the CMAE's affiliate partners and regions. The CMAE will also welcome delegates from a number of European universities, colleges and academic institutions who are currently providing programmes for existing and future club managers.

The aim of this conference is to bring together representatives of our industry from all over Europe to debate and decide how best to develop a structured education programme for club managers and to provide professional development learning opportunities that will lead a club manager through to the Certified Club Manager (CCM) exam. Delegates will also participate in debates with educators and colleagues about future trends in the club management environment and be able to make decisions on pan-European subjects which affect their business including employment issues, the environmental impact of clubs and their social impact on the community.

The three-day conference will be sponsored by Associação Turismo do Algarve (AlgarvePromotion Bureau), who have entered into a valuable partnership that has allowed the CMAE to invite representatives from a wider spectrum of countries for the first time. Nuno Aires, president of Associação Turismo do Algarve (Algarve Promotion Bureau), said: "It is a great pleasure that the ATA is associated with the CMAE. This agreement has been established to hold the Conference in the Algarve due to excellent facilities and co-operation between both parties.

He continued... "Golf is an important tourist product for the Algarve and it already enjoys a strong international reputation among golfers and the golf trade. We look forward to welcoming CMAE delegates to this beautiful region of Portugal."

Participation in the conference is limited to representatives of CMAE Affiliate Partners and Regions, together with their academic partners and invited guests. If any educators, academics, trainers and club managers serving on the board of their national association would like to attend and have not received an invitation, please contact CMAE chief executive, Jerry Kilby, in the first instance by email, jerry.kilby@cmaeurope.plus.com