



CMAE Launches E-Learning Programmes

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The CMAE is delighted to announce that the first in a series of e-learning courses will be held in October 2010, entitled "Membership, Marketing and Food & Beverage for Clubs".

This is an important step in CMAE's development, as we have been trying to find practical and affordable solutions for club managers to gain the knowledge they need to take the CCM exam, and these e-learning courses will be a very important part of that process.

The development of this first e-learning course has been possible thanks to the financial support of the European Golf Course Owners Association (EGCOA). Their Chief Executive Officer, Lodewijk Klootwijk said: *"The EGCOA is very pleased to be working with CMAE on this project. Educating our managers is vital in the current changing market. We have to run our golf courses as professional companies. I am sure the new e-learning program can help with this"*.

This six-week course will commence in the first week of October and run through to the middle of November. Each week, there will be a new 'learning module' and in each learning module, the learner will be guided through some reading and reference material; be asked to submit an assignment on a subject and will be expected to participate in virtual discussion groups with the Tutor from Hotelschool The Hague and other learners from around Europe.

The modules will include:

- Strategic marketing for clubs, including market research, brand positioning and writing a marketing plan
- Membership models and options, products and services for customer groups, strategies for attracting visitors
- Communications techniques for clubs, including internal (newsletters) and external (website, advertising, PR and new media)
- Customer service standards, expectations and delivery
- Food and beverage concepts and strategies, for in-house F & B teams and clubs with out-sourced catering contractors
- Managing F & B operations (in-house and out-sourced), cost control and budgeting, functions and event management

Learners will be expected to devote a minimum of 5/6 hours a week to the online course, which can be done at any time to suit work and family commitments. The Tutor will guide and support learners through the six week programme, with links to recommended reading and information websites for a more detailed understanding of the issues if required.

The cost of the course is €700 per person for the six-week course, at the end of which, certificates of completion will be issued on achieving a minimum pass mark of 70%. Tutors will be marking the

learners' submitted assignments and the quality of their contribution to the virtual discussions, and will need to be assured that the learner has a detailed understanding of the issues involved. A total of 30 CMAE Education Credits will be awarded on completion of this course.

This course is the first of four e-learning courses that are being developed by the CMAE and Hotelschool The Hague, and it is anticipated that the other three courses will be launched in 2011. They will be:

- Governance and Leadership for Clubs
- Golf, Sports and City Club Management
- Finance and Regulation for Clubs

When combining these four e-learning courses with participation in seminars, workshops and conferences being organized in each country by the CMAE Regions and Affiliate Partners, this programme of professional development will give club managers all the tools they need to enable them to take the CCM exam. This modern approach to on-the-job training and professional development is called a "blended" learning programme, a mixture of online and classroom learning experiences.

The CMAE believes this to be both a practical and affordable solution to help club managers acquire the skills they need to do the job to the best of their ability, and to lead them through a wide-ranging programme to the CCM (Certified Club Manager) exam, and achievement of a globally-recognised status in the industry as a highly professional club manager.

To register your interest and to book your place on this first Membership, Marketing and Food & Beverage for Clubs e-learning course, please email Sharon Reekie at the CMAE Education Administration office in St Andrews, Scotland – sharon.reekie@cmaeurope.plus.com