



MANAGEMENT
DEVELOPMENT
PROGRAMME



MDP IN GOLF MANAGEMENT 2015



SCOTTISH GOLF
UNION



SCOTTISH LADIES'
GOLFING ASSOCIATION



GOLF TOURISM
SCOTLAND



PGA





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MDP IN GOLF MANAGEMENT

This CMAE course is aimed at Managers with particular responsibility for successful golf operations.

The course is fully endorsed by the CMAA (Club Managers Association of America) as part of the Management Development Programme that provides a pathway to the globally recognised CCM qualification.

By attending this course, delegates will enhance their understanding of these cornerstones of a successful golf product at their clubs, including -

- Golf tournament operations
- Working effectively with your Course Manager
- An understanding of turf maintenance challenges
- Understanding expensive tools in the greenkeeping trade
- Working effectively with your Golf professional
- Understanding of retail and fleet management issues
- The business of golf tuition at your club
- The history and continued evolution of the game
- The rules of golf the club manager needs to know
- Principles of addressing slow play
- The fundamentals and the myths of golf technology
- Benefits of environmental & sustainability compliance
- The missed opportunities of customer service in golf
- Principles of yield management in maximising tee usage
- Putting it all together

Where else could this training take place other than in the “Home of Golf”, where delegates will also benefit from additional evening tours in this famous golfing town. Numbers are restricted and priority on this course is currently given to those managers who are already embarking upon the Management Development Programme at Levels 1 & 2.

MDP GOLF MANAGEMENT – COURSE CONTENT

The curriculum and learning outcomes have been provided by the Club Managers Association of Europe and this training course is endorsed by the Club Managers Association of America as part of the educational pathway to the *CCM qualification.

7 - 11 December 2015
(Mon-Fri 9am to 6pm)

The present and the future of golf – as observed in the Home of Golf.

In 2013 the inaugural MDP Golf Programme was launched by R&A Chief Executive Officer Peter Dawson and Scottish Golf Deputy CEO Andy Salmon, who gave their understanding of the current and future landscape in which golf will thrive.

The objectives of your golf course.

Dr Paul Miller challenges Club Managers to reflect on how the club must respond to the various pressures and perceptions from such a wide variety of customers and stakeholders, and identify what the key ingredients are for a successful course.

Turf Management – A perspective for Club Managers.

Climate, soil type and grass plant are just three of the variables that affect the formulation of a turf management policy. This session will provide the club manager with the credibility to support the Course Manager in his/her execution of the Club's Course Policy Document and environmental management plan.

A “working” relationship with your Course Manager and Green Committee

From presenters who have worked on both sides of fence, learn how to make sure that this most crucial of relationships is working, from communications with your members, harmonious meetings with the green committee to perennial questions about those old chestnuts like the “bunker on the 12th”.

Walk the course, and look through the eyes of the Course Manager

We may see our golf courses every week but what does the Course Manager need to be on the look-out for on the most famous golf course in the world, the Old Course, St Andrews. Conclude this tour in the green-keeping facility of the St Andrews Links Trust, to see for yourself the benefits associated with quality machinery, and fully trained staff.

The rules of golf for event organisers

Golf rightly enjoys a reputation for tradition and integrity, relying heavily on the 34 rules of golf that guide all golfers. The R&A will share with you the rules that every golf club manager needs to know, improving the effective running of your competitions and enhancing your credibility amongst golfers.

Pace of Play	A glance at golfing magazines through the ages will tell you that this is not a new problem, so why does it remain such a challenge to combat slow play at our clubs. Nobody has studied this subject more than the St Andrews Links Trust who will share their experiences in combating slow play.
Event Management & Tournament set up	Hundreds of golfers turn up every week to your club without a thought given to how the event is organised, and thats exactly how it should be. Experts in tournament operations will provide best practice and FAQs to ensure your club competitions and events run smoothly.
The Business of Golf Tuition	The PGA Professional is capable of enhancing your members enjoyment of golf at your club, and in this interactive session at the St Andrews Golf Academy you will see what difference the right Professional can make to your game, and your club.
Golf Technology	The R&A are asked to review hundreds of new wonder-products that will revolutionise golf every year, so exactly what is their role in governing this area of the game and what are the facts and the myths regarding technology in golf.
Customer Service Opportunities	Have you ever wondered how many times your staff interact with a customer on a typical visit to your club ? it is more than you may think, and clubs are often guilty of not grabbing these opportunities to impress a customer, build a bond with them, and have them tell others how great their own club is.
Retail & Fleet Management	Learn from industry experts what skills and insight are required to master these potentially lucrative aspects of your club's business.
Handicapping & Course Rating	This is an area of the golf business that is crucial to creating the unique level playing field that golf enjoys, yet it is often misunderstood by the majority of participating golfers. This session will give you the knowledge and credibility to co-ordinate your clubs needs in this area.
The Golf Business Model	The course will conclude by challenging you to prepare an action plan for your club which prioritises the learning points from the week, to ensure that your club is maximising the opportunities open to you and your club. You will leave the course with specific objectives to achieve at your club, and clear evidence of the benefit of your week on the Management Development Programme.

"The perfect combination - experts sharing their knowledge of modern Golf Management whilst surrounded by the history and tradition of St Andrews."

2013 delegate Tom Cummings, Secretary of Kirkintilloch GC said of the MDP in Golf Management,



R&A Chief Executive Peter Dawson addresses the class at the first MDP in Golf Management in 2013.



Peter Dawson, Andy Salmon & CMAA Course Auditor Jason Koenigsfeld.

"Simply un-missable for any club manager committed to developing their club and themselves in the golf industry."

"An invaluable week, with a fantastic line up of top class presenters makes this a one stop shop for Club Managers and industry official who need to know how the golf club should be managed on a wide variety of levels."



A session to challenge a manager's perceptions of their golf course.

"Completing the Golf MDP gave a great insight into all areas of the golf business including, retail, course agronomics, customer service and general club management. The sharing of ideas, thoughts and best practice made the course even more worth while."



An interactive session demonstrating the tools of the trade with Dr Paul Miller.



A course walk with purpose from trained staff at the St Andrews Links Trust.

"A fantastic course to help you understand and change your overall perception of firstly the golf industry and secondly what is involved in running a golf facility."



As dawn breaks over the Auld Grey Toun, delegates see the latest in golf tuition that can engage and inspire interest in golf.



Steve Otto, R&A expert, discusses the facts and myths about golf technology.

"A variety of content highly relevant for those working in the golf industry. A welcome opportunity to revise and refresh my understanding of subjects from industry-leading speakers, whilst exploring new topical subjects that are influencing the future of the business of golf."



A tour of the historic and world recognised R&A Clubhouse, built directly behind the first tee of the Old Course in 1854.

"I was a little apprehensive but we covered how to manage the golf team more effectively and this is clearly a well balanced & structured course that both novices & experts can benefit from."



A rare photo opportunity for delegates with the British Amateur Trophy, The Open Championship Belt and Claret Jug.

"Lots of helpful information to take your club to the next level with the added benefit of meeting some great people at this course."



The course will include a session on the history of golf, in the Home of Golf.



The R&A Clubhouse overlooking the 18th green at St Andrews.

"Where better to learn about the golf industry in depth than the Home of Golf ? The speakers were simply first class, and I would have no hesitation in recommending this course to those looking to further their knowledge and careers within the golf industry."



THE VENUE

THE MACDONALD RUSACKS HOTEL, ST ANDREWS, SCOTLAND

7 - 11 December 2015

(Mon-Fri 9am to 6pm)

We look forward to welcoming you to this residential training course, which runs from Monday to Friday, approximately 9am to 6pm, with some evening work required. For those who are travelling to St Andrews early, there is an informal welcome reception on Sunday evening from 8pm. To accommodate those travelling to St Andrews on the Monday, the registration desk will be open from 9.00 am, and the course will commence with introductions at 9.30am. Please note that classes do not finish until at least 5.00pm on the final day, so transport should be factored in to this timescale.

THE MACDONALD RUSACKS HOTEL

The venue for the week..... The MacDonald Rusacks Hotel provides luxurious accommodation and exceptional business facilities for conferences and meetings. The hotel is located within touching distance of the famous 18th to the world's oldest golf course and boasts elegant surroundings for delegates.



CURRENT PRESENTERS

The MDP pathway has been designed by the club industry for the club industry. The curriculum is delivered by external specialists with a history of working in the club industry and experienced qualified Club Managers.

The current team of presenters for the MDP Golf Management course is as follows -

- Kevin Barker – The R&A
- David Colclough – The PGA
- John Grant – St Andrews Links Trust
- Peter Dawson – The R&A
- Kevin Fish CCM - SGU/SLGA
- Carolyn Hedley - SGEG
- Gordon Mckie – St Andrews Links Trust
- Paul Miller – SRUC
- Steve North – St Andrews Links Trust
- Steve Otto – The R&A
- David Roy CCM – Crail Golfing Society
- Andy Salmon – The SGU/SLGA
- Paul Sampliner - BRS
- Bill Sanderson – The Business Coach
- Daniel Sommerville – SGU
- Aubyn Stewart-Wilson – The R&A
- Kevin Weir – SGU
- Simon Wordsworth – Club 59

DATES & RATES

<u>Dates</u>	<u>Full Rate</u>	<u>SGU/SLGA Rate*</u>	<u>SDS Rebate**</u>
7 - 11 December 2015	£1,399	£999	£499

This rate includes all course materials, accommodation, breakfast, midday meal and course tours.

* Delegates representing clubs affiliated to SGU and/or SLGA will be charged a discounted rate which equates to the cost of your accommodation.

** At the time of going to print, Skills Development Scotland (SDS) provides small Scottish businesses the opportunity to reclaim 50% of this discounted rate. An application form will be provided and part-completed for you by the SGU. This process has proved successful for most delegates, but is not available to those delegates from outside Scotland.



HOW TO BOOK

- Contact Dean Wands on 01334 466488 to reserve your place
- for further information on the training courses contact Kevin Fish CCM on 01620 892416
- Email k.fish@scottishgolf.org or Dean Wands D.Wands@scottishgolf.org

CLICK TO BOOK



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1. MDP - Management Development Programme
2. * To be eligible for the CMAE Club Management Diploma you must attend MDP Club Operations and MDP Building & Managing The Club Team



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