

Itinerary of the Golf Development Conference 2015

Timetable

- 9.00 – 9.15** Registrations and tea/coffee
- 9.30 – 9.35** Introductions and Welcome
Paul Cloke (Development Officer, Devon Golf Partnership)
- 9.35 – 10.10** Understanding the current market place
Justyn Branton (Coach Development Manager, PGA)
- 10.10 – 11.00** Thrive to survive – What are the key issues that face golf!
Chris Brindley (Managing Director, Metro Bank)
- 11.00 – 11.15** Break (tea/coffee)
- 11.15- 12.45** Managing change, leadership and knowing your customer
Chris Brindley (Managing Director, Metro Bank)
- 12.45 – 13.30** Lunch
- 13.30 – 14.00** Your club has customers not members
Chris Hicks (Business Services Executive, England Golf)
- 14.00 – 14.20** Get into Golf
Stuart Disney (Head Professional, Padbrook Park Golf Club)
- 14.20 – 14.35** How a good business plan can impact on a club's success
Elizabeth Lehan (Golf Manager, Point of Polzeath Golf Club)
- 14.35 – 15.00** The county plans going forward
Paul Cloke (Development Officer, Devon Golf Partnership)
Simon Wood (Development Officer, Cornwall Golf Partnership)
- 15.00 – 15.15** Q & A and close



DEVON AND CORNWALL GOLF DEVELOPMENT CONFERENCE 2015

Wednesday 28th January 2015

**Boringdon Park Golf Club,
Plymouth**



Devon and Cornwall Golf Development Conference 2015 **Wednesday 28th January 2015 - Boringdon Park Golf Club**

The 2014 Devon and Cornwall Golf Development Conference was a great success with 120 delegates from over 60 clubs in attendance.

The 2015 event promises to be even better and brings together 5 different speakers on a range of topics that includes business planning and understanding the modern needs and wants of the customer.

The Keynote speaker at the Conference is Chris Brindley. Chris is a motivational speaker and the Managing Director at Metro Bank and will be presenting on managing change, leadership and knowing the customer.

The West Region PGA Coach Development Manager Justyn Branton will be presenting on understanding the current market place and PGA Advanced Professional and Head PGA Professional at Padbrook Park Golf Club Stuart Disney will be talking about his successes with Get into Golf.

England Golf's Business Services Executive Chris Hicks will be discussing about how clubs have customers not members and the Point at Polzeath Golf Manager Elizabeth Lehan will be presenting on how a good business plan impact of a golf club's success.

The cost to attend the Conference is £20 per person and includes a buffet lunch and refreshments throughout the day. PGA Professionals receives 25 CPD points for attending this event.

There is no limit in the number of delegates from each club and is suitable for Club Secretary/Managers, PGA Professionals, Junior Organisers, Club Captain's and Club Committee Members.

If you would like to book any places at the Conference please contact Simon Wood on 07971 624313 or cornwallcdo@hotmail.co.uk.

KEYNOTE SPEAKER - CHRIS BRINDLEY – MOTIVATIONAL SPEAKER AND MANAGING DIRECTOR, METRO BANK



Chris Brindley is the Managing Director at Metro Bank and will be presenting on managing change, leadership and getting into the mind of the customer.

Chris joined Metro Bank in December 2011 with the responsibility for ensuring that Metro Bank delivers an amazing customer experience. Metro Bank was formed in March 2010 and is the first new Bank in the UK for over 100 years.

Metro Bank has transformed the banking industry with unparalleled levels of service and is open 7 days a week, including until 8pm on weekdays. There are now 28 stores successfully launched, Metro Bank continues to grow throughout Greater London, focusing on excellent service and convenience to all customers.

Chris has over 25 year's experience in the retail banking industry, and previously was a Business Director and National Sales Director for British Gas. He has led teams to achieve top awards in Sales, Customer Service and Employee Engagement. Chris is consistently delivering outstanding results and developing winners in life and the golf industry should be no different!

SPEAKER – CHRIS HICKS – BUSINESS SERVICES EXECUTIVE – ENGLAND GOLF



Chris Hicks has been working for England Golf for the past 4 years. His role involves providing best practice guidance in club marketing, business planning and delivering customer and market insight to golf clubs.

Chris was responsible in creating and launching the new Clubhouse online platform for England Golf. Chris has a degree in Sports Management and a Master of Law (LLM) in Sports Law.