

# AN INTRODUCTION TO GOLF CLUB LEADERSHIP

AT MACDONALD MARINE HOTEL & SPA  
& NORTH BERWICK GOLF CLUB

5<sup>th</sup>-7<sup>th</sup> FEBRUARY 2018



## Thinking of a career in golf club management?

Working in the golf industry may seem like a dream job but how would you know that it is right for you, and how would you go about finding out?

Today's club manager will be expected to manage a large complex property with multiple buildings, whilst leading a team to deliver leisure services to members and visitors, and managing the clubs finances prudently.

Whether club managers come from a business background or are entering the club industry from hospitality, University or sport, it is essential to understand the broad range of issues that affect the day-to-day management of a club in 2017.

Club managers recognise that clubs are businesses that require a combination of business acumen, tact, diplomacy and top-class management skills. This 3-day education course is designed to help you establish what qualities you bring that would suit the industry, and what skills you will need to develop to give you a fulfilling career and become a leader in our industry.

Previous delegates said of this course –

*"Last week's course covered everything I expected, plus more."*

*"Highly recommend this course to anyone considering a career in golf – Professionally facilitated by Kevin, ably assisted by a host of industry professionals" – S.H. Ayrshire*

*"Within 3 months of attending the course, I secured my first job in the golf industry"*

*-I.M. Glasgow*

# Venue



This training course will take place across two venues. The Macdonald Marine Hotel & Spa in North Berwick is renowned for its beautiful setting overlooking the Firth of Forth and its glorious 19<sup>th</sup> century Victorian architecture. The hotel boasts four star luxury, extensive classroom facilities and a luxurious spa complex.

The training course will also take place in the world famous North Berwick Golf Club where the game has been played since the 17<sup>th</sup> Century. Training will be delivered in the recently refurbished 1880 clubhouse with access to the people who make this club tick.

We are grateful to the club for their support and adhere at all times to the dress code in the clubhouse which is golfers-smart casual, which must include a collar for gents, and must not include denim.



## An Introduction to Golf Club Leadership

**Standard Course Price £695.**

The course price of £695 will include –

- All course work and course materials
- Accommodation (2 nights B&B) at Macdonald Marine Hotel & Spa, North Berwick
- All day time meals, including teas and coffees
- Tuesday evening dinner, including facilitated Q&A session
- Personalised assessment of your potential ideal fit within the industry
- Certificate of attendance to add to the CPD requirements of the modern club manager

The course will be attended by representatives of SGCMA (Scottish Golf & Club Managers Association), CMAE (Club Managers Association of Europe), and Scottish Golf Ltd (the National Governing Body for golf in Scotland).

# Content & Schedule

## What can I expect from this course?

- A combination of classroom & practical sessions delivered by experienced managers revealing the core competencies required of the modern club manager
- Presentations from the most qualified and experienced Club Managers in Europe, who will answer the questions you have always wanted to ask
- A thorough and objective assessment of where your qualities may help you find fulfilment in the industry
- Guidance to find the right position and the CPD training now demanded of the modern club manager
- Creation of a quality network that will help you become established in the industry

## Delegate Testimonials -

*“Excellent course – great to experience a course which focuses on both professional and personal development to such high standards” – I.M. Lothians*

*“The mix of quality handouts, group discussion, presentations and accompanied walks round the facility were spot on. The best course I have ever attended” – D.T. Aberdeenshire*

*“Great value for money” – J.C. Ireland*

<b>Monday</b> <b>9.30am – 10.00am</b>	<b>VENUE – NORTH BERWICK GOLF CLUB</b> Registration from 9.30am - Course commences 10.00am to 5.30pm
<b>10.00am – 5.30pm</b>	Full day of classroom and ‘back of house’ awareness in the ten core competencies, including club financial management, members’ services, club competitions and collaborative club governance.
<b>Tuesday</b> <b>9.00am – 5.00pm</b>	<b>VENUE – NORTH BERWICK GOLF CLUB</b> Full day of classroom and “back of house” awareness in the ten core competencies, including the role of food and beverage at the club & golf course maintenance.
<b>7.00pm – 9.00pm</b>	Evening meal and facilitated Q&A with panel of distinguished Club Managers, to allow you to ask all searching questions about a career in the industry.
<b>Wednesday</b> <b>9.00am – 16.30pm</b>	<b>VENUE – MACDONALD MARINE HOTEL &amp; SPA</b> Full day of classroom and “back of house” awareness in the ten core competencies, including meeting your customers’ needs and the role of marketing at the club. A thorough objective analysis of your ideal fit within the industry, and signposts to the educational pathway and CPD opportunities ahead.
<b>Course Extras</b>	For those who are travelling a long distance to this training course, delegates may take up the offer of an extra night at the Macdonald Marine Hotel & Spa for £150 on Monday. If delegates on this course would like to include 18 holes over the North Berwick West Link on Monday afternoon this can be added to the 3 night package for a discounted price.

# Course Host

Your host for the week is Kevin Fish CCM, who has over 20 years of experience in the Club Industry.

A former Club Manager at the Glen Golf Club in North Berwick (1999-2008), Kevin was named the UK Golf Club Manager of the Year in 2004, and was in the first group of Europeans to be awarded the CCM (Certified Club Manager) in 2008. Kevin went on to work for the National Governing Body for golf in Scotland for 7 years, leading a team providing support to hundreds of Scottish Golf Club Managers.

As the Chairman of the CMAE Education Policy Board Kevin was responsible for bringing formal structured education to club managers in Europe, and regularly tops the presenter charts at those MDP courses, sharing his knowledge of Club Governance, Business Planning, Committee Politics, Financial Management, Customer Service and Professional/Personal Development. He has addressed his peers at the annual CMAA World Conference of Club Management on nine occasions.

In 2014 Kevin became the first European to be invited on to the CMAA Committee for Professional Development, the body that oversees the curriculum and qualifications for the industry across the globe. Kevin is now the Director of Contemporary Club Leadership Ltd, a training and consultancy business, which provides support to Managers and Committees of clubs in a variety of sports and settings. Kevin will be joined by a range of qualified and experienced club managers including North Berwick's Chris Spencer, Mary-Lou Watkins CMDip and Course Manager Stuart Greenwood, plus other distinguished club managers.



If you have any queries about the course, you can contact Kevin on 07398 155908 or at [kevin@ccl.services](mailto:kevin@ccl.services)

## 'Contemporary Club Leadership Ltd - Helping clubs do the right things, right'

To book your place on this course, follow the link below to Eventbrite –

<https://introduction-to-golf-club-leadership-nov2017.eventbrite.co.uk>

- £695 The standard 3 day/2 night package
- £845 An enhanced 3 day/3 night package, for those delegates who are travelling a long distance to attend the course and wish to stay a third night (Sunday) at the Macdonald Marine Hotel & Spa
- £900 An enhanced 3 day/3 night package to include 18 holes over the North Berwick West Links, plus a third night (Sunday) at the Macdonald Marine Hotel & Spa

Kevin Fish CCM | Contemporary Club Leadership Ltd

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*"The Introduction to Golf Club Leadership course confirmed to me that my skills and experience were a good fit for a career in golf, and gave me the X-factor me to prove this at interview. Within a few weeks of attending the course I was successful in gaining a General Manager role, and I am very excited to be embarking on my new career in golf club management."*

**Ian McCartney – Club Manager, Crow Wood GC.**

Kevin Fish is proud to work with partners committed to education and professionalism in the club industry.



CLUB  
MANAGERS  
ASSOCIATION  
OF AMERICA

