



## NEWS RELEASE

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### EGCOA Announce Final Program for 2010 European Golf Business Conference

**Amsterdam, NL – 24. November 2010:** The European Golf Course Owners Association (EGCOA) has announced final details for their forthcoming European Golf Business Conference, which is scheduled to take place at the prestigious Royal Horticultural Halls in central London next week (30. Nov. – 2. Dec. 2010).

The EGCOA Conference, now into its 5<sup>th</sup> year, is fast becoming a major event for golfing industry players of all levels, and is a once-a-year opportunity to get up to speed with the latest trends and developments in the European and worldwide golf arena.

Program highlights this year include:

#### 2010 Speakers & Themes:

Golf business guru, James Crank will open the 2010 Conference with his session on, 'Grow the Game, Grow Your Business'. Other sessions include:

- 'Human Capital' - Speakers: Helen Bennett - Resource Solutions & Annette van de Meene - Hotelschool The Hague
- 'Marketing and Internet Strategy' - Speakers: Nick Moran - Crown Golf, Henk-Jan de Boer - BurgGolf Holding, Paul Keeling – English Golf Union, Mike Hughes – NGCOA & John Boykin – Business Golf International
- 'The Business of a Sustainable Golf Course' - Speakers: Jan Peter Bergkvist – SleepWell AB, Roger Pride – Ryder Cup & Kelli Jerome – Golf Environment Organisation
- 'Development - The Future of Golf' - Speakers: David Krause – EIGCA, Philip Spogard – Spogard Van Der Vaart Golf Course Design & Marnix Von Bartheld – KPMG. Moderator: Gill Wilson – First Golf Ltd.

James Crank will close the Conference with a discussion on 'Revenue Management – the Keys to Consistency in the Golf Business'.

#### Official Launch of the UKGCOA:

The UK Golf Course Owners Association ([www.ukgcoa.com](http://www.ukgcoa.com)) is a new organisation formed by leading golf industry players, which aims to introduce the sharing of best practices to benefit all UK golf courses. A launch announcement was made on 28. Oct. 2010. The official unveiling of the organisation will take place on the first day of the Conference.

#### 2010 EGCOA Award Ceremony:

Nominees for this year's EGCOA Awards include Seve Ballesteros and Club Car. The awards ceremony will take place on the first evening of the Conference during a dinner cruise along the River Thames.

Lodewijk Klootwijk, Director of the EGCOA said: "We are delighted to award Seve Ballesteros with the EGCOA Award for his huge contribution to golf. Seve will not join us to accept his award, however we wish him well."



The winner of the 2010 Grow the Game Award will also be announced on this evening. This event is sponsored by the English Golf Union.

**European Multi-Course Owners Meeting:**

This year sees the second gathering of the European Multi-Course Owners on 30. Nov. 2010 at the prestigious Caledonian Club in central London. The event is aimed at owners and operators of 3 or more golf courses. Many of Europe's largest golf course owners and operators will come together again this year to share ideas and information on market developments and the future of the golf industry.

**Grow the Game Website Launch:**

The Grow the Game project and website is an initiative of both the EGCOA and the NVG (Dutch Golf Course Owners Association), and is based on best practices and feed-back gathered from professional players, course owners and course operators from around the world. The findings of this research and the new dedicated website ([www.growthegameofgolf.org](http://www.growthegameofgolf.org)) will be presented at the conference, along with examples of other recent successful initiatives.

**The EGCOA Annual General Meeting:**

The EGCOA Annual General Meeting will take place on day one of the Conference, with members from across Europe reporting on developments in their region over the course of the last year.

For further information and to register, go to: <http://conference.egcoa.eu>, or email: [conference@egcoa.eu](mailto:conference@egcoa.eu).

**Follow The Conference Live on Twitter:**

Adam Lawrence of Golf Course Architecture magazine will be hosting a live Twitter debate from the Conference floor. To have your say and to follow this discussion, use '#egcoaconference' in your tweets. Not on Twitter? Follow the discussion via: <http://twitter.com/search?q=%20%23egcoaconference>.

**About the EGCOA:**

The European Golf Course Owners Association (EGCOA) is a trade association, which provides a range of services to support golf course owners, and which represents their interests and seeks to improve the golf business on a European level. With the growing role of the European Union (EU) and the shift of decision making from a national to a European level, the role of the EGCOA as Europe's leading authority on the business of golf course ownership is increasing rapidly.

For further information, please visit: [www.egcoa.eu](http://www.egcoa.eu)