



PRESS RELEASE

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EGCOA and CMAE Celebrate Success of Inaugural E-learning Program

Amsterdam, NL – 21. December 2010: The European Golf Course Owners Association (EGCOA) and the Club Managers Association of Europe (CMAE) celebrated the successful conclusion of their first E-learning program at the recent European Golf Business Conference in London (30. Nov – 2. Dec. 2010).

Entitled, 'Membership, Marketing and Food & Beverage for Clubs', this was the first in a series of courses aimed at club managers across Europe. Per Kristoffersen of Losby Golfklubb in Norway was awarded the 'Best in Class' award at the event in London by EGCOA Director, Lodewijk Klootwijk and CMAE Chief Executive, Jerry Kilby along with Fabienne Baart of Hotelschool The Hague Performance Management BV.

The course series is a joint venture organised by the EGCOA and the CMAE in conjunction with Hotelschool The Hague Performance Management BV (HPM). Hotelschool The Hague is one of the world's top universities for hotel management, and boasts Hilton, Starwood and the Hotel Okura Company amongst its global clients. The innovative online educational courses staged by HPM enable participants from across Europe to gain a greater understanding of the key functions of successful club management.

Lodewijk Klootwijk, Director of the EGCOA said: "We are delighted at the success of our first venture into the e-learning arena. 15 club managers took part this year, and interest for future courses is already extremely encouraging. Educating our managers in this ever-changing market is vital."

CMAE Chief Executive, Jerry Kilby, said: "We have been seeking a practical and affordable solution for club managers for some time. This series of e-learning courses fits the bill perfectly. We look forward to further continued success in 2011."

The second E-learning course on Membership, Marketing and F&B for Clubs will begin on March 2nd 2011.

To register your interest and to book your place on subsequent courses, please email Liz Tjostolvsen (lt@egcoa.eu) at the EGCOA.

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. www.egcoa.eu



About the Club Managers Association of Europe (CMAE)



The CMAE is a non-profit professional association with members involved in the management of sports (golf, tennis, sailing, rowing, rugby, football and cricket), health & fitness clubs, as well as leisure, city and dining clubs throughout Europe. The CMAE is also the pan-European 'unifying' organisation for a variety of national professional associations for club managers and secretaries.

www.cmaeurope.org

About the Hotelschool The Hague - Performance Management BV (HTH)



HOTELSCHOOL THE HAGUE
PERFORMANCE MANAGEMENT BV

Hotelschool The Hague Performance Management BV (HPM) is a subsidiary of Hotelschool The Hague, and deals with consulting, learning & development for profit and non-profit enterprises. HPM shares its professional expertise with hospitality and other service organisations.

www.hotelschool-hpm.nl

www.hotelschool.nl/professional-services/performance-management-bv/corporate.html

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