

PRESS RELEASE

CMAE and EGCOA launch groundbreaking E-learning programmes

The EGCOA and the Club Managers Association of Europe (CMAE) have announced the first in a series of groundbreaking e-learning courses for club managers will begin in October entitled, 'Membership, Marketing and Food & Beverage for Clubs'. Innovative online educational courses will allow participants from across Europe to gain a greater understanding of the key functions of successful club management.

This is the first of four e-learning courses that are being developed by the CMAE, the EGCOA and Hotelschool The Hague, one of the world's top universities for hotel management, which already boasts Hilton, Starwood and Hotel Okura Company among its global clients.

Jerry Kilby, Chief Executive of the CMAE, said: "This is an important step in our development, as we've been trying to source a practical and affordable solution for club managers to gain the knowledge they need to take our CCM (Certified Club Manager) exam. This series of e-learning courses are an important step forwards in that process."

The development of the first e-learning course has been possible thanks to a partnership with the European Golf Course Owners Association (EGCOA), which was signed in Amsterdam last December. EGCOA CEO, Lodewijk Klootwijk, commented: "Educating our managers is vital in this ever-changing market and to be successful we have to run our golf courses as professional companies, which these new e-learning programs will help us achieve."

The CMAE and EGCOA have been working closely together with Hotelschool The Hague in the planning of this first e-learning course for current and potential club managers, ensuring the content is relevant and appropriate for the European market. The October course, 'Membership, Marketing and Food & Beverage for Clubs', which runs over six-weeks, is broken down into a series of 'modules', where the delegates will be guided through a range of reading and reference materials, and be subsequently asked to submit an assignment. Delegates will also be expected to participate in virtual discussion groups with the Tutor from Hotelschool The Hague and other learners from around Europe. "The courses are designed to be highly interactive and part of their appeal is that delegates can share best practice, advice and issues without the need to leave their own places of work," added Jerry.

Areas being covered on the first course include:

- Strategic marketing for clubs, including market research, brand positioning and writing a marketing plan
- Membership models and options, products and services for customer groups, strategies for attracting visitors
- Communications techniques for clubs, including internal (newsletters) and external (website, advertising, PR and new media)
- Customer service standards, expectations and delivery
- Food and beverage concepts and strategies, for in-house F&B teams and clubs with out-

sourced catering contractors

- Managing F&B operations (in-house and out-sourced), cost control and budgeting, functions and event management

When combining all four e-learning courses with seminars, workshops and conferences being organised in each country by CMAE Regions and Affiliate Partners, this programme of professional development will give club managers all the tools they need to enable them to take the CCM exam. Jerry concluded: "This modern 'blended' approach to on-the-job training and professional development is both a practical and affordable solution to help club managers acquire the skills they need to do the job to the best of their ability. It will lead them through a wide-ranging programme to the CCM (Certified Club Manager) exam, and achievement of a globally-recognised status in the industry as a highly professional club manager."

The three other courses, which are expected to take place in 2011, are:

- Governance and Leadership for Clubs
- Golf, Sports and City Club Management
- Finance and Regulation for Clubs

The cost of the first October course is €700 per person, at the end of which, certificates of completion will be issued on achieving a minimum pass mark of 70%. To register your interest and book your place on the first course, email Tibbe Bakker (tb@egcoa.eu) at the EGCOA.

ENDS



From left to right: Marcel Welling (EGCOA), Jerry Kilby (CMAE) and Jaap Funnekotter (HTH Performance Management BV). **For more and better resolution pictures please contact the EGCOA.**

NOTES FOR EDITORS

Club Managers Association of Europe (CMAE)

The CMAE is a non-profit making professional association with members involved in the management of sports clubs (golf, tennis, sailing, rowing, rugby, football, cricket), health & fitness clubs, leisure, city and dining clubs located throughout Europe.

The CMAE is also the pan-European 'unifying' organisation for a variety of national professional associations for club managers and secretaries. National associations can affiliate to the CMAE, thereby giving their membership access to the CMAE education programme and other CMAE international activities and events. CMAE is closely aligned with the Club Managers Association of America (CMAA) and actively participates in the annual World Conference for club managers and other international events.

European Golf Course Owners Association (EGCOA)

The EGCOA provides services to support golf course owners in their aims, represents their interests on a European level and improves the golf business on a European level. The prime objective of the association is to look after the interest of the owners by representing them on a EU level in contact with the European Commission, other EU golf bodies and relevant EU organisations.

It supports the owners by spreading and sharing knowledge. It improve the golf business by creating various programs for growing the game, creating a positive public opinion on golf and cooperating with other EU stakeholders.

Hotelschool The Hague Performance Management BV

HTH is the only independent single-sector University of Applied Sciences for Hotel Management in The Netherlands. The institute has gained a unique position in the realm of education as well as in the international hospitality industry.

It was founded in 1929 by HORECAF, the employers' organisation in the hotel and catering industry and since its foundation it has become an international hotel management school with branches in both The Hague and Amsterdam and with 2,000 students coming from over 40 different countries.

Hotelschool The Hague Performance Management BV (HPM) is a subsidiary of Hotelschool The Hague in The Netherlands. HPM shares its expertise with hospitality and service-related organizations.

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