

WELCOME  
#TRIBE  
to Cascais, Portugal  
&  
CMAE European Conference on Club Management

#CMAECONFERENCE



CLUB MANAGERS  
ASSOCIATION OF EUROPE



CMAE European Conference  
on Club Management 2019:  
THE DESTINATION

Clube Naval de Cascais  
PORTUGAL | 17-19 NOVEMBER



WIFI – CNC-Guest  
Password: cncascais2015

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## Drinks Reception

Greenfee365 is a modern e-Commerce platform that helps Clubs connect with golfers everywhere.

Now Europe's fastest growing booking engine.

200 clubs in Spain, Portugal, Italy, France, UK, Morocco and the Caribbean.

2020 will see this number double, with clubs set to join from Germany, Austria, Ireland, Middle East and Asia.

Greenfee365 have already targeted an audience of over 5,000,000 golfers across 15 countries.

Alex McIver the Head of Business Development is here.



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# Clube Naval de Cascais







# Sunday

- Presidents Cup
- Sebastian – Ricardo da Silva Oliveira – Joe Oswald





# Monday

- Case Studies – Successful clubs
- Service excellence
- Club House Design
- Recruitment
- High Performance Teams
- The Social Contract
- AGM
- Drinks Reception & Dinner

GROUP PHOTO



# Monday night

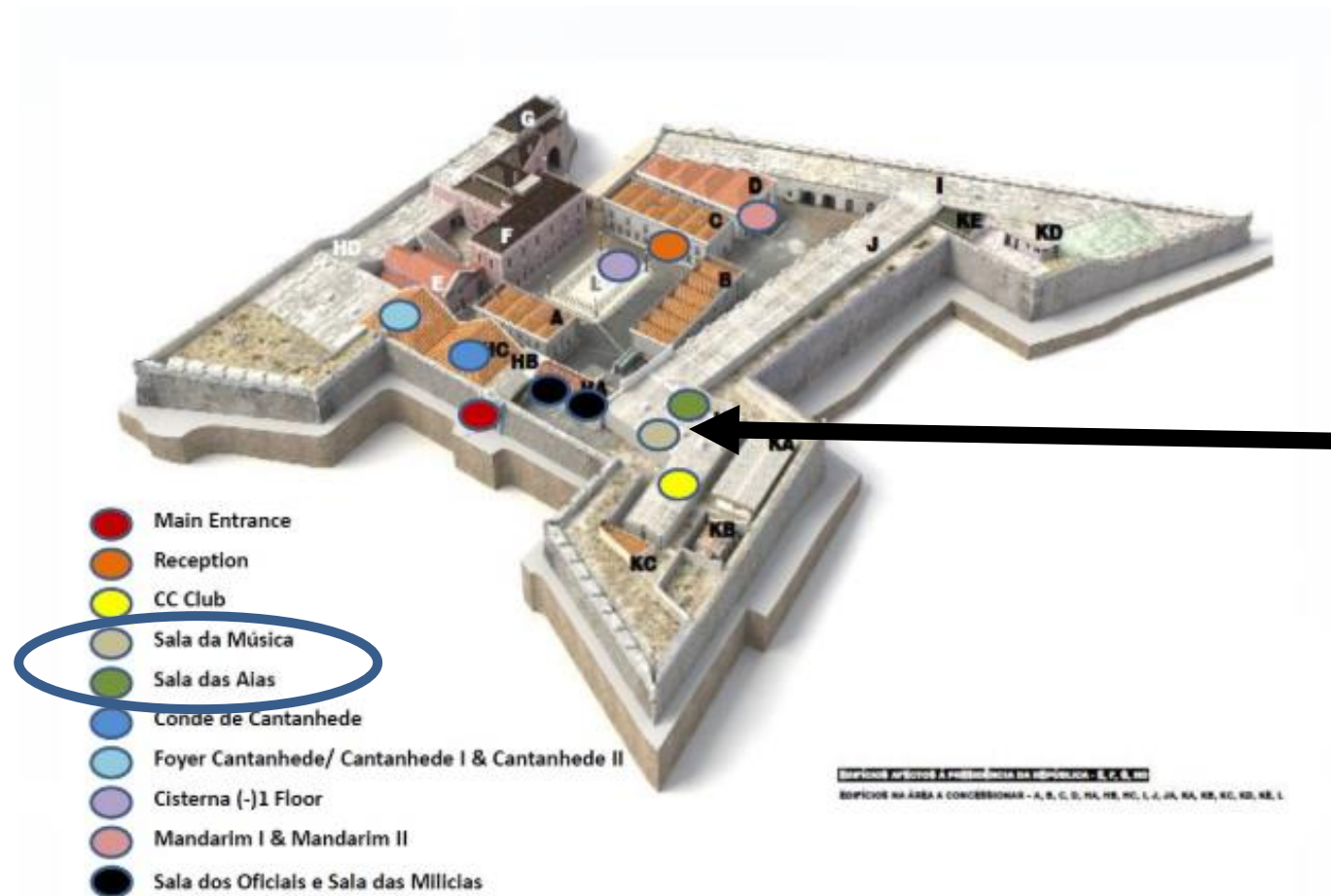




# Monday night

**Drinks Reception**  
Sala da Música

**Dinner**  
Sala das Alas





# Tuesday

- Sustainability
- A Club's purpose/strategy
- Event Management
- Conference closing

- *Oitavos Dunes*





# 10 Core Competencies

- Club Governance ✓
  - *Food & Beverage*
  - Accounting & Financial Man ✓
  - *Human & Professional Man*
  - Leadership ✓
  - Interpersonal Skills ✓
  - Membership & Marketing ✓
  - Golf, Sports & Recreation ✓
  - Facilities Management ✓
  - External & Governmental Infl (✓)
11. IT/Technology ✓





# 17 Presenters

- 2 CCMs
- 2 CMDips
- 7 General Managers (*3 from above*)
- 3 Corporate Partners
- 1 Volunteer
- 1 Professor
- 4 Club Industry
- 1 Key note speaker



# Conference App

☰ CMAE European Conference on Club...



Schedule



Delegates



Speakers



Activity Feed



Partners



About Conf/  
Hotel/Dress co...



CMAE  
Presidents Cup



Jobs Board



MDP Courses  
19/20



Maps




Search



Local Transport

Tillbaka		Schema	Filter
All Sessions		Mitt schema	
	söndag	måndag	tisdag
	17	18	19
Sök			
09:00	Opening session: Starting "The Destination"		+
09:15	Honorary Room - Clube Naval de...		
09:15	The Destination of successful clubs - Case Studies		+
10:15	Honorary Room - Clube Naval de...		
10:15	Coffee		+
10:45	Club House - Clube naval de Cas...		
10:45	Your destination - Service excellence levels in the best clubs		+
11:35	Honorary Room - Clube Naval de...		
11:35	Club house design in the future		+
12:30	Honorary Room - Clube Naval de...		
12:30	Lunch		+
13:45	Club House - Clube naval de Cas...		



 Honorary Room - Clube Naval de Cascais

mån 18 nov. 09:15 - 10:15

## The Destination of successful clubs - Case Studies

☆☆☆☆☆  
Genomsnittlig värdering...

0  
incheckning  
ar



Notering



Påminnelse



Lägg till



Bokmärke



Foto

### Talare



**Rob Hill**  
Partner, Global Golf Advisors  
Speaker



**James Burns**  
General Manager, Milltown Golf Club  
Speaker



**Marc Newey CCM, CCE**  
CEO, Roehampton Club  
Speaker



**Javier Reviriego**

# Conference App

Notering Påminnelse Lägg till Bokmärke Foto

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Speaker



**Javier Reviriego**  
General Manager, Valderrama Golf Club  
Speaker



### Undersökningar



Session Evaluations



### Foton



Var den första som delar ett foto.



Ta foton





Number of MDP Courses	82



# MDP Stats

Number of <b>MDP Courses</b>	82
Number of <b>Delegates</b>	1688



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# MDP Stats

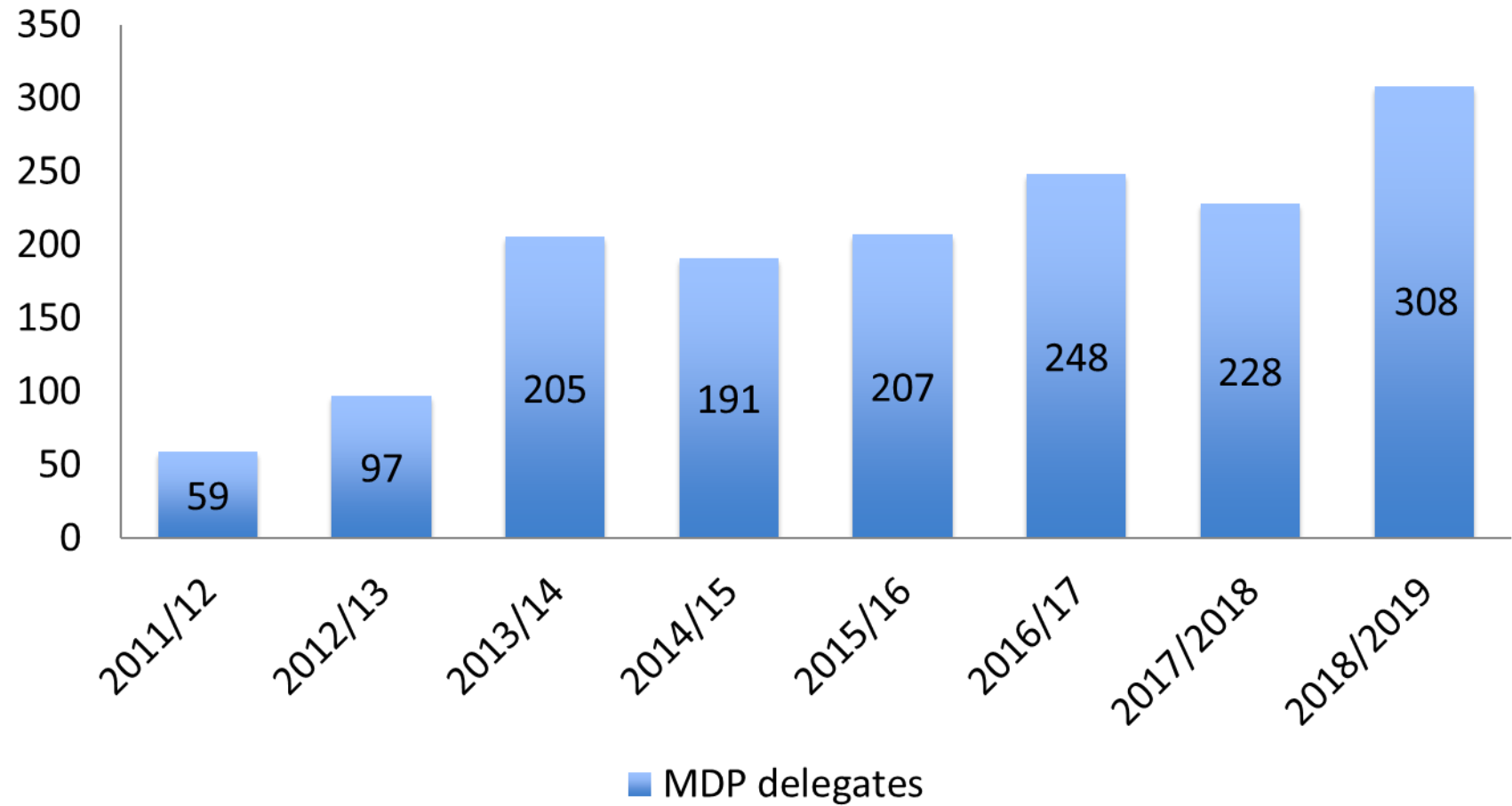
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Number of <b>Countries</b>	12 (14)
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Number of <b>CCM</b>	51



# MDP Stats

Number of <b>MDP Courses</b>	82
Number of <b>Delegates</b>	1688
Number of <b>Countries</b>	12 (14)
Number of <b>CMDip</b>	316
Number of <b>CCM</b>	51
Number of <b>CCE</b>	1

# MDP Delegates/Year







# MDP Season 2019/2020

**MDP Golf 25-29 Nov St Andrews, Scotland**

MDP 1 Manchester, Amsterdam, Dublin, Baku?, London

MDP 2 Lisbon (Troia), Stirling, Dubai

MDP 3 Prague

MDP F&B Dubai

MDP Sport & Recreation 2020/2021







# The Destination

- From "The Journey" to "The Destination".
- The journey is the destination. The process you're in is the goal. Success is never defined by the outcome but by the process.

/Paul Young



# The Destination

- Google: the place to which someone or something **is going or being sent**
- denoting a place that people will make a **special trip to visit**
- from Latin *destinatio*(*n-* ), from *destinare* ‘make firm, establish’. The original sense was ‘**the action of intending someone or something for a purpose**’, later ‘being destined for a place’, hence (from the early 19th century) the place itself.





# The Destination

**Direction Determines Destination**

**/Jim Rohn  
American Entrepreneur**







# The Destination

“You will never reach your destination if you stop and throw stones at every dog that barks.”

/Winston Churchill



# The Destination

To reach your destination, you need a direction, but  
You can't there without INSPIRATION.







# The Destination

“I can't **change** the direction of the wind, but I can **adjust** my **sails** to always reach my destination.”

/Jimmy Dean

