



Johor
GOLF EXPO
2024

Golf Club & Course Management Seminar 2024 Shaping the Future of Golf

Join Our Club & Turf Management Seminar In Conjunction With The Johor Golf Expo On 17 & 18 October 2024 At Senibong Golf Club, Johor



Please click the link to register:
<https://forms.gle/ZwxzqgzhU71o1xxQ6>

MGA
Members
RM 350

Non MGA
Members
RM 550

Here's why you should join our seminar:

- Market trends and consumer insights
- Relevant topics that focus on monetisation club assets
- Interactive workshops
- Expert speakers and panels

IN COLLABORATION WITH



FOR MORE INFORMATION:

www.mgaonline.com.my
03-9284 7400

SCHEDULE

DAY 1

17 OCTOBER 2024

8.00 AM	REGISTRATION (COFFEE & TEA WILL BE SERVED)
9.00 AM	WELCOME ADDRESS BY GOH
9.15 – 10.00 AM	TRANSITIONING INTO PUBLIC GOLF • Benefits and challenges of transitioning to public golf • Strategies for successful integration
10.00–10.45 AM	KEY CHANGES TO OCCUPATIONAL SAFETY AND HEALTH LAW BY NIOSH • Overview of recent changes in occupational safety and health regulations • Implications for golf club operations and compliance strategies
10.45 – 11.00 AM	Coffee Break
11.00 – 11.45 AM	ENHANCING GOLF CLUB APPEAL TO ATTRACT TOURISTS • Innovative approaches to making clubs tourist-friendly • Case studies of successful clubs
11.45 – 12.30 NOON	BEST PRACTICES FOR TURF MANAGEMENT • Sustainable turf management techniques • Latest technologies and methodologies
12.30–1.30 PM	Lunch
1.30–2.15 PM	ALTERNATIVE BOOKING SYSTEMS TO GOOGLE SERVICE • Exploring different booking systems and their benefits • Implementation and management tips
2.15–3.00 PM	TRENDS AND INSIGHTS FROM THE CHINA GOLF INDUSTRY • Understanding the current landscape and trends • Lessons and strategies applicable to local clubs
3.00–3.15 PM	Coffee Break
3.45–4.30 PM	LEVERAGING INNOVATION AND AI TO PROMOTE GOLF CLUB SERVICES • How AI and technology can revolutionise golf club marketing • Examples of successful AI-driven campaigns and tools
4.30–5.30 PM	PANEL DISCUSSION: OVERCOMING OPERATIONAL CHALLENGES • Panelists: [Mix of industry experts] • Interactive session with Q&A
5.30 PM	END OF DAY 1

SCHEDULE

DAY 2

18 OCTOBER 2024

BREAKAWAY SESSION WILL COVER BOTH COURSE AND CLUB RELATED CURRENT ISSUES

8.00 AM **Registration** (Coffee & Tea will be served)

8.45 AM **Briefing on the Breakaway Session**

9.00 – 10 AM **SESSION 1**

1. THE POTENTIAL OF GLAMPING AT GOLF CLUBS

Description: Explore how golf clubs can utilise unused land for glamorous camping (glamping) to attract a new demographic of visitors and create an additional revenue stream.

2. SYGENTA

10.00 – 11.00 AM **SESSION 2**

1. INTRODUCTION TO FOOTGOLF

Description: Learn about the growing sport of footgolf and how integrating this activity can diversify a golf club's offerings and attract younger audiences.

2. ADDRESSING CHEMICAL DEPENDENCY

Description: Understanding chemical dependency in the golf industry and learn about the prevention and intervention strategies.

11.00 – 12.00 NOON **SESSION 3**

1. LEVERAGING SMART VENDING MACHINES

Description: Discover how smart vending machines can provide convenience for golfers and generate additional income for the club.

2. GOLF ELECTRIC MACHINERY

Description: Transitioning into green technology to reduce carbon foot print

12.30 – 2.30 PM **Lunch & Friday Prayer**

3.00 – 5.00 PM **FIELD DAY**