



Agenda

Thursday – June 16, 2005

Event Opening – 9:00	Topic – title	Speakers	Organization
(Congress Hall A+B)	Welcome to the Czech Republic Introduction by the moderator of this year's event	Rostislav Vondruska Gill Wilson	Czech Tourism CECTA
Session 1	Topic – title	Speakers	Organization
Development: a look at the big picture (Congress Hall A+B)	Presentation: <ul style="list-style-type: none"> KPMG's Golf Course Development Cost Survey: From North Cape to Cape Town 	Andrea Sartori	KPMG in Hungary
	Signature vs. Non-Signature: An interactive discussion on the relative merits of signature versus non signature golf courses, addressing issues such as designers' fee, development costs and brand impact non-signature architects	Andrea Sartori (moderator) John Strawn Timothy Kenny Peter Harradine Ronald Fream Phil Jacobs	KPMG in Hungary Robert Trent Jones II Nicklaus Design Harradine Golf Golfplan Phil Jacobs Design
<i>Coffee break – 11.00</i>	<i>Compliments of European Golf Design</i>		
Session 2 – 11:30	Topic – title	Speakers	Organization
International golf & real estate trends (Congress Hall A+B)	Presentations: <ul style="list-style-type: none"> Diving into the design: a focus on golf estates and communities Booming residential markets: learning from South Africa 	John Strawn Kirsty Stewart	Robert Trent Jones II KPMG in South Africa
	Golf & real estates: Nick and his panel look at recent real estate trends in the golfing sector from different perspectives and discuss what lessons should be learned for future developments	Nick Pattie (moderator) Fabio Locatello Alan Berry Kwakyie Donkor Peter Vermeer	KPMG in the UK RCI Speedbird Fancourt Hotel and Country Club Estate InterContinental Hotels Group
<i>Networking lunch – 13:00</i>	<i>Compliments of Nicklaus Design</i>		



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Session 3 – 14:00	Topic – title	Speakers	Organization
Making more money from golf: Part 1 (Congress Hall A+B)	Presentations:		
	<ul style="list-style-type: none"> International golf course marketing Showcase of an exceptional golf resort: learning from Cyprus Membership recruitment and retention 	<p>Quentin Lutz Arthur Hills & Steve Forrest Associates</p> <p>Angelos Markides Aphrodite Hills Resort</p> <p>Rick Coyne Professional Club Marketing Association</p>	
	Management & Marketing		
	<p>What are the costs/benefits of hiring an external operator?</p> <p>What's hot in golf course marketing?</p> <p>These and other questions posed in an open debate around golf course management and marketing</p>	<p>Bruce Lucker (moderator) Paul Dellanzo Rick Coyne</p> <p>Quentin Lutz Angelos Markides</p>	<p>Signature Golf</p> <p>Troon Golf Professional Club Marketing Association</p> <p>Arthur Hills & Steve Forrest Associates Aphrodite Hills Resort</p>

Coffee break - 16:00

Compliments of Arthur Hills & Steve Forrest Associates

Session 4 – 16:30	Topic – title	Speakers	Organization
Making more money from golf: Part 2 (Congress Hall A+B)	Presentations:		
	<ul style="list-style-type: none"> How to grow your bottomline with better golf course maintenance How to successfully operate golf academies 	<p>Tamás Tanto The TORO Company</p> <p>Donna Coyne Professional Club Marketing Association</p>	
	Maintenance & Operations		
	<p>Falk and his distinguished panel discuss various operational strategies to increase golf course profitability with particular reference to course maintenance and other areas of operational improvements</p>	<p>Falk Billion (moderator) Neil Woodfin Dean Cleaver</p> <p>Tamás Tanto Donna Coyne</p>	<p>Golf Course valuer</p> <p>ClubCar Federation of Golf Greenkeepers' Ass. The TORO Company Professional Club Marketing Association</p>

End of session – 18:00

Dinner – 19:30


Compliments of Czech Tourism & The Ministry for Regional Development



Venue: Rudolfinum
 Address: Alsovo nabrezi 12
 Prague 1
 Entrance from the park on the riverbank
 Time: 19:30 - 22:00
 Dress Code: Business casual
 Caterer: Zatisi catering group



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Session 5/A – 9:00	Topic – title	Speakers	Organization
Spotlight on Croatia (Helena meeting room)	Presentation:		
	<ul style="list-style-type: none"> Croatia: Europe's future golfing paradise? 	Andrea Sartori	KPMG in Hungary
	A look at Croatia	Andrea Sartori (moderator)	KPMG in Hungary
	Andrea leads an interactive discussion with key representatives of the private and public sectors and looks at the exciting opportunities and potential pitfalls for the development of golf in Croatia	Zdenko Mičić	State Secretary for Tourism
		Ivan Jakovčić	Istrian County
		Drazen Slamar	DS Consulting
		Josef Kircher Hans-Georg Erhardt	Hypo Alpe-Adria Bank Golf & Land Design
Session 5/B – 9:00	Topic – title	Speakers	Organization
Spotlight on the Czech Republic (Congress Hall A+B)	Presentation:		
	<ul style="list-style-type: none"> The potential of the Czech golf market 	Stanislav Červeňan	KPMG in the Czech Republic
	Golf in the Czech Republic	Stanislav Červeňan (moderator)	KPMG in the Czech Republic
	Are golf clubs really in trouble or is demand for golf revitalizing? To find out more join Stan and his panel for a vivid discussion about the Czech golf market	Milan Veselý	Czech Golf Federation
		Lenka Kostrounova	CSOB
		Markéta Svatoňová	Czech Ministry of Regional Development
		Roberto Ciampella	Manghi Group
		Petr Uhlík	Konopiste Golf Club
<i>Coffee break – 11:00</i>		<i>Compliments of ORCO Property Group</i>	
Golf Session 6 – 11:30	Topic – title	Speakers	Organization
Golf tourism: Understanding its full impact (Congress Hall A+B)	Presentations:		
	<ul style="list-style-type: none"> Tapping into golf tourism Learning from the "Undiscovered Golf Destination of the Year in 2004" 	Brian Eustace Hans Ruisz	4 Holiday Marketing Austrian National Tourist Office
	Golf Tourism	Gill Wilson (moderator)	CECTA
	How can Golf be better positioned as a tourist product? Representatives from a diverse mix of leading tourism bodies discuss the true value of golf tourism	Richard Miller	WTTC
		Hans Ruisz	Austrian National Tourist Office
		Maro Kazepi	Cyprus Tourism Organization
		Alistair Gronbach	VisitScotland
<i>Closing lunch – 13:00</i>		<i>Compliments of KPMG</i>	
Golf Tournament – 16:00	Compliments of ClubCar		
	Details: Karlstejn Golf Club will host the Post Conference Golf Tournament that is open to participants of the conference. The tournament will be followed by a casual dinner at the clubhouse finishing around 10:30pm.		