



**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](http://www.mgaonline.com.my)  
03-9284 7400

# SCHEDULE

**DAY 1**

**17 OCTOBER 2024**

<b>8.00 AM</b>	<b>REGISTRATION</b> (COFFEE & TEA WILL BE SERVED)
<b>9.00 AM</b>	<b>WELCOME ADDRESS BY GOH</b>
<b>9.15 – 10.00 AM</b>	<b>TRANSITIONING INTO PUBLIC GOLF</b> <ul style="list-style-type: none"><li>• Benefits and challenges of transitioning to public golf</li><li>• Strategies for successful integration</li></ul>
<b>10.00–10.45 AM</b>	<b>KEY CHANGES TO OCCUPATIONAL SAFETY AND HEALTH LAW BY NIOSH</b> <ul style="list-style-type: none"><li>• Overview of recent changes in occupational safety and health regulations</li><li>• Implications for golf club operations and compliance strategies</li></ul>
<b>10.45 – 11.00 AM</b>	<b>Coffee Break</b>
<b>11.00 – 11.45 AM</b>	<b>ENHANCING GOLF CLUB APPEAL TO ATTRACT TOURISTS</b> <ul style="list-style-type: none"><li>• Innovative approaches to making clubs tourist-friendly</li><li>• Case studies of successful clubs</li></ul>
<b>11.45 – 12.30 NOON</b>	<b>BEST PRACTICES FOR TURF MANAGEMENT</b> <ul style="list-style-type: none"><li>• Sustainable turf management techniques</li><li>• Latest technologies and methodologies</li></ul>
<b>12.30–1.30 PM</b>	<b>Lunch</b>
<b>1.30–2.15 PM</b>	<b>ALTERNATIVE BOOKING SYSTEMS TO GOOGLE SERVICE</b> <ul style="list-style-type: none"><li>• Exploring different booking systems and their benefits</li><li>• Implementation and management tips</li></ul>
<b>2.15–3.00 PM</b>	<b>TRENDS AND INSIGHTS FROM THE CHINA GOLF INDUSTRY</b> <ul style="list-style-type: none"><li>• Understanding the current landscape and trends</li><li>• Lessons and strategies applicable to local clubs</li></ul>
<b>3.00–3.15 PM</b>	<b>Coffee Break</b>
<b>3.45–4.30 PM</b>	<b>LEVERAGING INNOVATION AND AI TO PROMOTE GOLF CLUB SERVICES</b> <ul style="list-style-type: none"><li>• How AI and technology can revolutionise golf club marketing</li><li>• Examples of successful AI-driven campaigns and tools</li></ul>
<b>4.30–5.30 PM</b>	<b>PANEL DISCUSSION: OVERCOMING OPERATIONAL CHALLENGES</b> <ul style="list-style-type: none"><li>• Panelists: [Mix of industry experts]</li><li>• Interactive session with Q&amp;A</li></ul>
<b>5.30 PM</b>	<b>END OF DAY 1</b>

# 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**