

CLUBHOUSE MANAGER TRAINING PROGRAMME

STIRLING COURT HOTEL
STIRLING UNIVERSITY CAMPUS
BRIDGE OF ALLAN
FK9 4LA



WEDNESDAY 24TH &
THURSDAY 25TH
OCTOBER, 2018

A 2-day course
led by industry experts which
will help you to resolve problems
within clubhouse operations, including:

PROCESSES
PEOPLE
PERFORMANCE (PROFIT)
PLANT
PROFILE

CLUBHOUSE MANAGER TRAINING PROGRAMME



So everyone is an expert in Food and Beverage now !

United Kingdom households now spend more money eating out than they do eating in their homes. Golf clubs in Scotland have therefore seen a new, higher expectation from customers which provides new challenges to you, your staff, and your golf club committees.

A new training programme is now available through Contemporary Club Leadership which will help you to overcome these new challenges. On this two day programme acknowledged industry experts will provide you with new information to connect with your existing experiences.

All delegates will leave with a workbook designed to tackle the five key areas of your clubhouse operations, including:

PROCESSES ✧ PEOPLE ✧ PERFORMANCE
PLANT ✧ PROFILE

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The content of this two day course will help your team to:

- Explore the full range of food and beverage provision in clubs and the impact on wage costs of each
- Understand the complexities of stocktaking reports, and form a management action plan
- Prioritise viable targets within realistic budgets
- Identify industry norms and benchmarking for wage controls, pricing, and gross profits
- Obtain the best supplier deals for the club
- Fully understand the benefits of modern till programmes, and maximise their use as a management tool
- Evaluate job descriptions and generate staff rotas to maximise productivity
- Better understand the challenges and success criteria associated with working with your volunteer House Committee
- Illustrate your knowledge of food and wine pairings and trends in the F&B industry
- Compile a staff recruitment and interview procedure for clubhouse staff
- Identify the structure of a training programme in customer service standards at the club
- Contrast the benefits of a franchised or in-house operation
- Fully recognise the legal protocols associated with handling staff conduct or performance issues in the clubhouse

In addition to the stated learning outcomes delegates on this course will return to your club energised by the new network they have created within the industry. A network that can answer questions and help solve problems at your club.



CLUBHOUSE MANAGER TRAINING PROGRAMME

The speakers on this two day programme are :



Kevin Fish CCM
Director of CCL Ltd.
With over 20 years industry experience of supporting clubs, and the architect of the market-leading MDP programme.



Debbie Pern CCM
General Manager of the prestigious Deeside Golf Club, with a wealth of hospitality and club management experience.



Caroline Gurevitz
Associate Director of HR at Xact.
More than 10 years of experience providing HR support to clubs.



Steve Brown
Supreme Commander of Innformation, with over 45 years of industry experience, supporting clubhouse operations.

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Whether you are investing in your current Clubhouse Manager, or training those people around them, this is a programme which will help you do the right things right in your clubhouse.

How do I secure a delegate place(s) on this course ?

Contact kevin@ccl.services to secure your place, providing the name and job title of your delegate(s), after which CCL Ltd will issue an invoice for £499 (+VAT)

This first year price includes:

- Accommodation (B&B) at Stirling Court Hotel, on Wednesday 24 October, 2018.
- All course materials and daytime meals Wednesday and Thursday.
- A workbook for use at your club to produce the outcomes you are seeking, which can be regularly reviewed with your Club Manager.



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A second 2-day course is scheduled to take place in early January, covering additional key topics which will include:

- Reviewing real-life progress at your club since the first course
- Running successful events at your club
- Performance Management Systems for your clubhouse staff
- Time and priority management for your Clubhouse Managers
- Clubhouse Facilities Management, including clubhouse protocols and compliance
- Marketing your F&B products to customers
- High impact merchandising at your club
- The psychology of the sale
- A full understanding of kitchen operations, including cost controls
- Food and beverage tricks and fiddles to be aware of
- Creation of a business plan for your F&B operation
- Optional examination to secure the certificate in Clubhouse Management

Before you reserve your place,
if you have any queries about the programme,
call Kevin directly on 07398 155 908



**CONTEMPORARY
CLUB LEADERSHIP**

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