

"Growing the Game"		
EIGCA CONFERENCE PROGRAMME		
Venue: Holiday Inn Resort, St Laurent du Var		Date: Friday 30th March 2012
Time	Topic	Speaker
09.00 - 09.10	Welcome	Rainer Preissmann & Robert Berthet (EIGCA)
09.10 - 09.20	Opening Address	Rainer Preissmann (President, EIGCA)
09.20-09.35	"Mio inhabitants/1 public course – what's the answer?"	Rainer Preissmann (EIGCA)
	"From 9 to 12"	Peter Fjällman (EIGCA)
	"Polish market: golf development changing up to second gear"	Michael Terech (EIGCA)
09.35-09.45	"Growing the Game at the John Deere Classic"	Howard Storey (John Deere Golf)
09.45-10.10	"The Role of the PGA in Growing the Game"	Ian Randell (PGAs of Europe)
10.10-10.35	Case Study "Peru's first public golf course"	Agustin Pizá (EIGCA)
10.35-10.55	"Making Golf Courses User-Friendly"	Andy Brown (Toro)
<i>Coffee</i> 10.55-11.15		
11.15-11.50	"Bidding for a Ryder Cup"	David MacLaren (European Tour)
11.50-12.25	"100 Small Courses"	Pierre Lasfargue (Fédération Française de Golf)
12.25 - 12.50	"Getting the Equation Right"	Rupert Price (Ransomes Jacobsen)
12.50 - 13.00	Questions and Answers	All Speakers
<i>Lunch</i> 13.00 - 14.00		
14.00 - 14.30	"Growing the Game"	Hidde Verschuur (EGCOA)
14.30 - 14.45	Case Study "The Creation of an Affordable Facility In Slovakia"	Tom Mackenzie (EIGCA)
14.45 - 15.05	"Responsibilities of the Industry"	Dean Cleaver (FEGGA)
15.05 - 15.15	Gold Industry Partner Review - Rain Bird	Thomas Beckmann (Rain Bird Europe)
15.15 - 15.30	Case Study "Prague-Hostivař, a successful story of an urban golf course"	Libor Jirasek (EIGCA)
<i>Coffee</i> 15.30-15.45		
15.45 - 16.15	"The Legacy Programme - attaining a GEO Certified™ Ecolabel"	Jonathan Smith (GEO)
16.15 - 16.30	"Growing the Game with EU Funding"	Libor Jirasek (EIGCA)
16.30 - 16.45	"Ideas on Growing the Game"	Robert Berthet (EIGCA)
	"Segway Golf"	Jeff Howes (EIGCA)
	"Spas and Golf"	Thomas Beckmann (RBE)
16.45 - 17.30	Panel Discussion "State of the Industry"	All Industry Partners
<i>Close</i> 17.30		

(subject to change at EIGCA's discretion)