

GCMA ADVANCED

Management Certificate

Golf Operations Management

Officially recognised by



Supported by:





GCMA **ADVANCED**

Management Programme



10 Individual Advanced Management Certificates



4 Advanced Management Awards

YOU choose the courses most important to YOU

Advance **YOUR** learning, **YOUR** development and **YOUR** career



Golf Operations Management

Learning and Development Outcomes for YOU and YOUR CLUB

You will gain a higher level of skills and knowledge in how to maximise revenue growth opportunities while developing hospitality excellence in all areas.

During a series of practical workshops, you will create and build a number of revenue generation and service excellence action plans including:

- ☐ Action Plans for lead generation in Membership, Green Fee and Golf Day business
- ☐ A tee sheet management policy to maximise utilisation and golfer experience
- ☐ Plans for enhancing service and hospitality experience to help create 'Memorable Moments' for both members and visitors



Golf Operations Management

Programme Overview

- ☑ Lead Generation - Tactics to harvest new business through referral, social media and website marketing
- ☑ The Membership Enquiry and Joining Process – Successfully converting a new membership 'lead' through to the new joiner and club integration process
- ☑ Golf Days and Events – Creating a great experience and enhancing revenue through your Golf Day business
- ☑ Tee Sheet Management – Strategic tee sheet management for your club, to maximise effective utilisation without compromising the golfer experience
- ☑ Service Excellence – Creating 'memorable moments' throughout your venue

Who is this Certificate suitable for?

- ☑ Golf Club Managers
- ☑ Deputy Golf Club Managers aspiring to become a Golf Club Manager
- ☑ Operations Managers, Department Heads, Membership Managers or similar roles
- ☑ Honorary Secretaries

Course length: 2 days (Residential)

CPD points: 32



in Golf Operations and Hospitality

- ☑ This Certificate forms part of the GCMA Advanced Management Award in Golf Operations and Hospitality

Other Certificates in this Award

- ☑ Food & Beverage Management
- ☑ Marketing Strategy
- ☑ Golf Course Management for Golf Club Managers

BOOK NOW





GCMA ADVANCED

Management Certificate

Meet our training provider



Matthew Orwin,
Promote Golf

What is your expertise in this area?

Promote Golf was established in 2007 and offers golf business consultancy, marketing support, recruitment and training. Me and my colleague David Reeves are both former golf club managers with a combined 65+ years' experience in the golf and leisure industry.

What can people expect from the course?

The course analyses the prospect and customer experience, including enquiring about membership, joining the club, booking a tee time or booking an event. It also

outlines best practices and strategies that can be employed to maximise sales through effective service delivery and the KPIs that can effectively monitor this.

Why is this important?

Golf club managers will gain an in-depth understanding of how to maximise sales through the use of tried-and-tested strategies that place service at their core. The club will benefit from sustainable sales and service delivery strategies that, implemented correctly, will increase revenues.

2025 Testimonials

“

David and Matthew from Promote Golf have provided me with an abundance of info to use to my Club's advantage. Delivered in a relaxed, fun but informative manner. Gareth Morgan exceptional with learning support on this course and throughout the Advanced Management Programme.”

Paul Hubner, General Manager – Strathaven Golf Club

“

I think the course is very insightful and provides a very good overview of the sales and service provided at a golf club. It covers a wide range of subjects and great ideas to take back to your golf club and try and implement and put idea forward to committees, managers.”

Bethan Popel
Assistant Manage - Long Ashton GC

“

It was very informative and engaging. It opens your eyes up to things you previously thought you didn't need to put effort into, and highlights the importance for increasing revenue streams predominately comes from members you already have, not from new members.”

Matthew Jones
Assistant Manager - Pontnewydd GC

“

Genuinely useful, providing practical and applicable information and tactics that will increase overall sales and customer retention.”

Gareth Hall, Chief Operating Officer – The Glamorganshire

“

It's a really useful and thought provoking course which gives you a great insight in to driving income”

Gareth Evans
Club Manager – Mountain Ash Golf Club

“

Insightful, informative and enjoyable.”

Richard Brookman
Club Manager – Creigiau GC

Arrange a 1-2-1 to discuss AMP

MEET GARETH





Introduction to the Chartered Management Institute

The GCMA is proud to be a **Chartered Management Institute (CMI) Recognised Training Provider** and the GCMA Advanced Management Programme has been **officially recognised** by the CMI against their professional standards.

In achieving one of our four CMI Recognised Advanced Management Awards, you will receive **one year's free membership to the CMI** and gain access to a wealth of resources and learning opportunities across a wide range of business and leadership topics.

About the CMI

The **CMI** works with business and education to inspire people to become skilled, confident and successful managers and leaders.

With a wealth of practical qualifications, events and networking opportunities on

offer, we help people boost their career prospects and connect them with other ambitious professionals across all industries and sectors. In fact, we have more than 100,000 people training to be better managers right now.

Backed by a unique Royal Charter, we are the only organisation that can award Chartered Manager status – the ultimate management accolade. Our thought leadership, research and online resources provide practical insight for both today's leaders and the next generation. This insight also means we can confidently represent our 180,000-plus membership community when speaking to policy makers.

FIND OUT MORE >>



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