

**MALAYSIA INTERNATIONAL GOLF SYMPOSIUM  
INDUSTRY CONFERENCE 11  
December 15-17, 2011  
Holiday Inn, Glenmarie Resort, Shah Alam  
Conference Program**



**Day 1: Thursday ~ December 15, 2011**

Time	Program
8.00-9.00am	Registration Coffee & Tea will be served
9.00-9.05am	Welcome Address By MGA President
9.05-9.15am	Official Keynote Address By TBA
9.15-10.00am	Business Coaching Session 1 Entrepreneurship Speaker: Bill Sanderson ( <a href="http://www.billsandersonlimited.com">www.billsandersonlimited.com</a> )
10.00-10.45am	Business Coaching Session 1I Leadership & Team Management Speaker: Radin Ikram ( <a href="http://www.actioncoach.com/radinikram">www.actioncoach.com/radinikram</a> )
10.45-11.00am	Coffee Break
11.00-12.30pm	Dialogue on latest changes in Golf <ul style="list-style-type: none"> <li>• Amateur Status/Sports Development Act-Bryan Perera, Honorary Treasurer, MGA</li> <li>• Rules/NHS-Low Teck San, Vice President, MGA</li> <li>• Education-Mohd Rom Muslim, Head of Education Program, MGA</li> </ul>
12.30-1.30pm	Lunch
1.30-6.30pm	Swing 'Fore' Charity Golf Tournament 2 <b>Glenmarie Golf &amp; Country Club</b>
7.30 – 10.30pm	Prize Giving Ceremony & Networking Cocktail

## Day 2: Friday - December 16, 2011

Time	Program
8.00-9.00am	Registration Coffee & Tea will be served
9.00-9.45am	Business Coaching Session III Customer Service Speaker-Bill Sanderson
9.45-10.30am	Business Coaching Session IV Food & Beverage Profitability Speaker-Gucharan Singh
10.30-10.45am	Coffee Break
10.45-11.30pm	Golf Tourism MGTA Roles & Strategies Speaker-Paul Gibbons
10.45-11.00am	Coffee Break
11.30-12.00pm	Corporate Sustainability-The Environment Speaker-Bryan Perera
12.00-2.30pm	Lunch
2.30-3.30pm	Ageing Membership - A global phenomenon Speaker - TBA
3.30 - 3.45pm	Coffee Break
3.45 - 5.00pm	Roundtable Discussion Panel members Bill Sanderson Paul Gibbons Gucharan Singh Bryan Perera Radin Ikram/Asri Jusoh Low Teck San Mohd Rom Muslim

### Day 3: Saturday - December 17, 2011

Time	Program
8.00-9.00am	Registration Coffee & Tea will be served
9.00-11.30am	Delegates can choose which workshop to participate Coffee & Tea will be served at the respective workshops <ul style="list-style-type: none"><li>➤ <b>Workshop 1- GOLF TOURISM in MALAYSIA</b> A discussion with a Q&amp;A session on golf tourism industry Speaker – Zulkifly Md Said Moderator – Bryan Perera</li><li>➤ <b>Workshop 2 - CLUB MANAGEMENT: How To Operate An Efficient &amp; Cost-Effective Club Operation</b> A discussion with a Q&amp;A session on setting up a healthy bottom-line driven club Speaker – Bill Sanderson Moderator – Mohd Rom Muslim</li></ul>
11.30-1.00pm	Evaluation/Forum/Q&A
1.00pm – 2.00pm	Closing Ceremony & Farewell Lunch Certificate Presentation