

# Day 1 Agenda: Tuesday 25 April

13.30 WELCOME AND OPENING REMARKS  
*Phil Anderton – Executive Director - Chief Development Officer, The R&A*  
**Session 1: Conference opening video**

13.35 PROGRAMME AND HOUSEKEEPING MATTERS  
*Sarah Stirk*

## **GOLF'S GOLDEN OPPORTUNITY** (Moderator: *Sarah Stirk*)

13.40-14.30 **Session 2: Golf - where are we now and where could we go?**  
*Martin Slumbers – CEO, The R&A*  
*Richard Thompson – Chair, ECB*  
*Caroline Huyskes – President NGF, President Elect EGA*  
*Laurence Applebaum – CEO, Golf Canada*

## **POSITIONING OF GOLF: Brand Golf** (Moderator: *Phil Anderton*)

14.30-15.00 **Session 3: Targeting Consumers with the right message segmentation and positioning**  
*Phil Anderton*  
*Matt Hunt – Chief Design Officer, Matta*  
*Gareth Balch, CEO, Two Circles*  
*Phil Anderton*

15.00-15.15 Tea & Coffee

## **POSITIONING OF GOLF: The big Issues/opportunities**

15.15-16.05 **Session 4: Healthy Golf** (Moderator: *Iona Stephen*)  
*Professor Charlie Foster – OBE, PhD, FPH*  
*Professor Andrew Murray – Medical & Scientific Adviser, The R&A*  
*Zoe Thacker – Director of Development, Wales Golf*  
*James Taylor – Former International Cricketer*

16.05 -17.00 **Session 5: Sustainable Golf - Time for Action** (Moderator: *Jonathan Smith, GEO*)  
*Sir Tim Smit – Executive Chair & Co-founder, Eden Project*  
*Ali Russell – Chief Marketing Officer, Extreme E*  
*Arlette Anderson – Director - Sustainable Golf, The R&A*  
*Michel Follonier - Director Services, Swiss Golf Federation*

17.00 DAY ONE CLOSE

17.45 Buses depart the Fairmont Hotel

18:00-19.30 A NIGHT AT THE MUSEUM  
Drinks and Canapes at The R&A World Golf Museum & The Niblick

19.30 Buses depart The R&A World Golf Museum returning to The Fairmont Hotel

# Day 2 Agenda: Wednesday 26 April

08.00 DAY 2 INTRODUCTION  
*Sarah Stirk*

## PROMOTION OF GOLF

08.05-08.35 **Session 6: Storytelling- Bring the Brand to Life** (Moderator: Sarah Stirk)  
*Barney Francis - Global Head of Production, IMG*  
*Chad Mumm – EP Netflix Full Swing and CCO Vox Media Studios*  
*Brian Viner - Sports and Film Writer*  
*Karen Myers – Executive Director - Corporate Communications, The R&A*

08.35-09.15 **Session 7: Beginners - Build the Base** (Moderator: Sarah Stirk)  
*Hana-Rae Seifert – General Manager Partnerships & Legal, Golf New Zealand*  
*Archie Paton - Golf.Golf*  
*Miguel Franco De Sousa - President, Portuguese Golf Federation*  
*Njani Ndiritu – Chair, Kenyan Golf Union*  
*Rob Maxfield – CEO, PGA GB&I*

09.15-09.55 **Session 8: Golf - Open To All** (Moderator: Sarah Stirk)  
*Wasim Haq – Senior Non-Executive Director, England Golf*  
*Jonas Meyer – Head of Development, Danish Golf Union*  
*Tony Bennett – President, European Disabled Golf Association*  
*Jackie Davidson – Director - Golf Development, The R&A*  
*Renate Roeleveld – President, NVG – Dutch Association of Golf Facilities*  
*Zane Scotland - Professional Golfer and Broadcaster*

09.55-10.10 Tea & Coffee

10.10-10.50 **Session 9: Digital and Data– Engagement** (Moderator: Arto Joensuu)  
*Mark Bennett - VP Google Partnerships*  
*Charlie Beall - Consulting Partner – Seven League, IMG*  
*David Gallichio – General Manager – Golf Participation, Golf Australia*  
*Dean Murphy – CEO, Golf New Zealand*

10.50-11.30 **Session 10: Events – Build and Broaden Appeal** (Moderator: Sarah Stirk)  
*Johnnie Cole Hamilton – Executive Director - Championships, The R&A*  
*Simon Borg – Creative Director, Populous*  
*Mike McCarley - CEO TMRW Sports*  
*Christophe Muniesa – Executive Director – French Golf Federation*

11.30 DAY 2 CONFERENCE CLOSE  
Sandwiches/Packed Lunch

11.45 Bus Transfers to St Andrews begin

12:30 GOLF: Delegate/Speaker Golf on Old Course and Jubilee Course

Free Evening



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# Day 3 Agenda: Thursday 27 April

09.00 DAY 3 INTRODUCTION  
*Sarah Stirk*

## PRODUCT OF GOLF

09:05-09:45 **Session 11: New Formats** (Moderator: Sarah Stirk)  
*Steve Jolliffe - Founder of TopGolf and Puttshack*  
*Ben Sharp - CEO, TopTracer*  
*Antonio Marin - CEO, AAA Games Studio Gaming*  
*Jenny Brown - Director - Business Development, The R&A*

09:45-10:30 **Session 12: Enhancing the Club Experience** (Moderator: Sarah Stirk)  
*Jan Nielsen - MD, Rocco Forte Hotels*  
*Yuko Tashiro - Chair, Accordia Golf, Japan*  
*John Kerr - CEO, Royal Norwich*  
*Mark Lawrie - Director - Latin America, The R&A*

10:30-10:45 Tea & Coffee

10:45-11:45 **Session 13: Governance, Equipment and Turf** (Moderator: Sarah Stirk)  
*Grant Moir - Executive Director - Governance, The R&A*  
*Professor Steve Otto - Executive Director - Chief Technology Officer, The R&A*  
*Richard Windows - Head of Sustainable Agronomy - Championships, The R&A*

11:45-12:40 **Session 14: Performance Matters** (Moderator: Nigel Edwards)  
*Dame Katherine Grainger - Chair, UK Sport*  
*Peter Mattsson - MD, #elitesports2023*  
*Grant Hepburn - CEO, South African Golf Federation*

12.40- 14.00 Lunch Squire Restaurant

14.00-15.00 **Session 15: Funding & Support - Amplifying Golf** (Moderator: Sarah Stirk)  
*Ross Hallett - Senior VP, IMG*  
*Jeremy Tomlinson - CEO, England Golf*  
*Caroline Wallard - Director - Philanthropy, The R&A*  
*Bruce Mitchell - Chairman, Advancement Committee, The R&A*  
*HE José-Pascual Marco-Martínez - Ambassador of Spain, The United Kingdom*  
*Johnson Omolu - President, Africa Golf Federation*

15.00-15.45 **Session 16: Collaborative Leadership** (Moderator: Sarah Stirk)  
*David Rickman - Executive Director - Chief of Staff, The R&A*  
*Dame Katherine Grainger - Chair, UK Sport*  
*Dragan Solak - Chair United Media Group / Southampton FC owner*  
*James Sutherland - CEO Golf Australia*

15.45-16.15 Tea & Coffee

16.15-16.55 **Session 17: Q&A** (Moderator: Sarah Stirk)  
*Martin Slumbers*  
*Dragan Solak*  
*Dame Katherine Grainger*  
*Yuko Tashiro*

16.55-17.00 CLOSING COMMENTS: THE 18<sup>TH</sup> HOLE WRAP UP  
*Phil Anderton*

## THE 19<sup>TH</sup> HOLE-GALA DINNER

18.45 Drinks Reception, The Atrium, Fairmont  
19.30 Conference Dinner, Robert Burns Ballroom, Fairmont



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