

APGS2022

14TH ASIA PACIFIC GOLF SUMMIT

2022 ASIA PACIFIC GOLF SUMMIT - PROGRAMME

DAY ONE – TUESDAY, 1ST NOVEMBER 2022

- 8:00AM WALK-IN
- 8:30AM **WELCOME ADDRESS**
Mike Sebastian
Publisher and Executive Producer
ASIAN GOLF and Asia Pacific Golf Summit
Singapore
- 8:45AM **KEYNOTE ADDRESS**
David Abeles
President & CEO
TaylorMade Golf
U.S.A.
- 9:30AM **MAKING GOLF FOR EVERYONE**
Nick Longley, Co-founder & Chief Customer Officer
Ian Blunt, Marketing Manager
Inrange Golf
U.K.
- 10:45AM **EVOLUTION OF THE GOLF ECOSYSTEM**
Phil Cotton
CEO
Nicklaus Companies
U.S.A.
- 12:00 Noon **THE ORIGINAL**
Tim Clarke
President and CEO
Wilson Golf
U.S.A.
- 12:45PM **LUNCH**
- 2:00PM **DIGITAL SOLUTIONS – THE WINNING FORMULA!**
Stacey Walton, Managing Director
Stuart Daly, Director of Club Operations
Richard Mehr, Director of Hotels, Hospitality, F&B Development.
GLS - Golf & Leisure Management Services
Thailand
- 2:45PM **GLOBAL INDUSTRY INSIGHTS:
STAYING AHEAD OF THE MARKETING GAME**
Clinton Norris
Director, Sales & Marketing
Troon International
U.A.E.

APGS2022

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- 3:30PM **BEYOND THE 18TH HOLE!**
Steven Wolstenholme
President & CEO
Hoi An South Development Limited
Vietnam
- 4:00PM **GRASS CEILING: GOLF AND TODAY'S CAREER WOMAN**
Dr Deborah M. Gray
Professor of Marketing
CBA Assessment Coordinator
Central Michigan University
U.S.A.
- 4:45PM **TURNING YOUR CUSTOMERS INTO A MARKETING ARMY**
Andrew Wood
Founder & Managing Director
Legendary Marketing
U.S.A.
- 5:30PM **Day One Wrap**
- 7:00PM **Welcome Reception**

DAY TWO – WEDNESDAY, 2nd NOVEMBER 2022

- 8:00AM WALK-IN
- 8:30AM **SUSTAINABLE SOLUTIONS TO WASTE MANAGEMENT**
Andrew Johnston
General Manager, Director of Agronomy
Sentosa Golf Club
Singapore
- 9:15AM **TECHNOLOGY AND TURF MANAGEMENT**
Richard Walne
Managing Director
TORO Asia Pacific
Australia
- 10:00AM **ZOYSIA – NOW AND BEYOND!**
David Doguet
President
Bladerunner Farms, Inc.
U.S.A.

APGS2022

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- 10:45AM **ZOYSIA GRASS – THE JOURNEY!**
Brad Burgess
Managing Director
Sports Turf Solutions Pte Ltd
Thailand
- 11:30AM **NEW DIRECTIONS IN DESIGN**
Paul Stringer
President
Nicklaus Design
U.S.A.
- 12:15PM **LUNCH**
- 2:00PM **BE SHARP AND PROTECT YOUR CLUB'S ASSETS**
Steven Nixon
Managing Director
Bernhard and Company Ltd
U.K.
- 2:45PM **PREPARING FOR MAJOR CHAMPIONSHIPS**
Ken Mangum
Director of Golf Course and Grounds
Atlanta Athletic Club
U.S.A.
- 3:30PM **MODERN IRRIGATION CONTROL – THE INTELLIGENT USE OF WATER**
Mark Donohue
Regional Manager
Rainbird Corporation
Southeast Asia
Singapore
- 4:15PM **SUSTAINABLE GOLF – PATHWAY TO BRAND ELEVATION AND PROFITABILITY**
Lee Marshall, Co-Founder
David Wilson, Master Agent/Oceania-Asia
GroundWorx
New Zealand
- 4:50PM **RESEARCH – THE DAWN OF A NEW ERA**
Eric Lynge
Director
Sporting Insights Asia
Singapore
- 5:30PM Day Two Wrap
- 7:00PM **PUB Nite**

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DAY THREE – THURSDAY, 3rd NOVEMBER 2022

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| 8:30AM | TURF FARM TOUR
Sustainable Turf Farm
Hoi An |
| 12:30PM | TEXAS STYLE BBQ LUNCH WITH PUB |
| 7:30PM | 2022 ASIAN GOLF GALA AWARDS BANQUET |
| 8:00PM | AWARDS PRESENTATIONS |
| 11:00PM | CLOSING CEREMONY |