



SUPPORTINGGOLF+



## Further Education Webinar Series

<b>Module Title</b>	The 21st Century Golf Coach	<b>Date</b>	25.11.2024
<b>Speaker</b>	The Coach Alliance - Hugh Marr & Adam Lambe- <a href="#">website</a>	<b>Venue</b>	Online
<b>Description</b>	<p>Golf coaching is in the midst of a revolution, in an ever changing landscape we are faced with an increasing number of challenges. Our customers are changing, they are more knowledgeable than ever and have an increased expectation of the golf lesson experience.</p> <p>The 21st Century Golf Coach Webinar, delivered by PGA Master Coach Hugh Marr, alongside leading business and marketing expert and PGA Professional, Adam Lambe will introduce delegates to the tools, skills, technology and habits that are required to thrive in the modern game.</p>	<b>Costs</b>	CHF 50 for Swiss PGA Members CHF 0 for Swiss PGA Apprentices CHF 75 for Non Swiss PGA Members
<b>Time</b>	19.00 CET	<b>Recertification Points</b>	1 FED Point

Realizing that traditional methods of educating and supporting golf coaches are no longer adequate, The Coach Alliance works with PGAs, federations, and academies to help coaches thrive in the modern golf landscape.

Golf Coaches are amongst the most important stakeholders in the game. They introduce and retain people to the game, they inspire, create fun, social environments and are the golf experts at numerous facilities. Sadly, the reputation and role of the golf coach within the industry has faded in recent years, organizations have been slow to respond to a rapidly changing environment and too often the coaches on the ground don't have the skills to survive.

The Coach Alliance is determined to reverse this trend and is committed to developing modern, relevant education programs, supporting coaching institutions and their members to ensure that future generations of coaches are equipped to deliver for the growth and betterment of our fantastic game.