



**Danang | 2022  
Conference  
29 – 31 August**

**Conference Program**

**Golf Tourism  
Sustainability  
Women in Golf**

Venue – Sheraton Grand Hotel, Ballroom		<i>Program correct at time of print, subject to changes.</i>
Mon 29 Aug	6:00 pm	Welcome Cocktails @ Rooftop
Tue 30 Aug	8:00 am	Conference @ Ballroom – “Golf & Tourism”
	9:00 am	Registration
	9:15 am	Welcome Address by Chris Gray, President, Asian Golf Industry Federation and Representative from BRG Group
	10:00 am	• Eric Lynge, Director, Sports Marketing Surveys Asia
	10:45 am	• Mark Siegel, Managing Director, Golfasian
	11:15 am	Coffee Break followed by Presentation on Certificate in Greenkeeping Program
	11:45 pm	• Nguyen Xuan Binh, Deputy Director, Da Nang Tourism Department
	12:00 pm	Sponsors’ Presentations
	1:30 pm	Lunch
	2:30 pm	Panel Session - “Golf and Tourism”
Wed 31 Aug	3:30 pm	• Karen Proctor, Regional Sales Director APAC, Jacobsen - “Women in Golf”
	4:00 pm	Coffee Break
	4:00 pm	Trade Exhibition @ Lawn
	7:00 pm	Gala Dinner @ Ballroom
	8:00 am	Conference @ Ballroom – “Sustainability in Golf Industry”
	9:00 am	Registration
	9:45 am	• Andrew Johnston, General Manager / Director of Agronomy, Sentosa Golf Club
	11:00 am	• Chris Gray, Director of Sustainability, R&A
10:30 am	Coffee Break followed by Presentation on Certificate in Greenkeeping Program	
12:30 pm	Panel Session – “Sustainable Golf Design”	
		End of inaugural AGIF Danang Conference

Participation Fees (full conference package)

US\$300 per person

Register at <https://forms.gle/P5Zkv1GnmQvo5Vuj7>

**Exclusive for AGIF Members**

**Only US\$150 per person**

Register at

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**AGIF Members’  
Exclusives**

**Golf Tourism  
Sustainability  
Women in Golf**

**SPONSORSHIP OPPORTUNITIES**

<p><b>GOLD US\$5,000</b></p>	<p><b>SILVER US\$2,500</b></p>
<ul style="list-style-type: none"> <li>• Table-top in Ballroom / conference area (indoor prime space) from Tue 30 Aug to Wed 31 Aug for marketing purpose</li> <li>• 1 standee banner by the stage</li> <li>• Prime table-top space at Lawn for Trade Exhibition (opens to participants on Tue 30 Aug from 3:30 pm)</li> <li>• 2 free conference passes (full conference package)</li> <li>• 1 ten minutes presentation on Tue 30 Aug (time slot will be assigned)</li> </ul>	<ul style="list-style-type: none"> <li>• Table-top in Ballroom / conference area from Tue 30 Aug to Wed 31 Aug for marketing purpose</li> <li>• Table-top at Lawn for Trade Exhibition (opens to participants on Tue 30 Aug from 3:30 pm)</li> <li>• 1 free conference pass (full conference package)</li> </ul>

**All AGIF Executive / Full Business / Associate Business / Golf Facility Members will be allocated 1 table at Lawn (outdoor area) for the Trade Exhibition on Tue 30 August afternoon at absolutely no cost.**

To take advantage of this benefit, which is on an opt-in basis, contact [membership@agif.asia](mailto:membership@agif.asia) to reserve your table. If an extra table is required, an additional cost of US\$750 for the second table will apply. For logistical reasons, we regret that requests received after 20 August will not be accepted. Assignment of location of tables is solely at AGIF’s discretion.

**Join AGIF today to enjoy this and other exclusives for AGIF Members!**

For other sponsorship opportunities, please contact [membership@agif.asia](mailto:membership@agif.asia).

**Official Hotel – Sheraton Grand Danang**

Special room rate available at Sheraton Grand Danang for AGIF Members. Contact [membership@agif.asia](mailto:membership@agif.asia) to obtain booking details