



# ASIAN GOLF INDUSTRY FEDERATION

## CLUB & TURF MANAGEMENT CONFERENCE - THAILAND

### MAY 2026

## AGIF CONFERENCE AGENDA

Bangkok, 26 May 2026

### Registration & Coffee- 8:00 - 9:00 AM

SESSION	TOPIC	SPEAKER
9:00 - 9:05	<b>Opening Address</b>	<b>Chris Gray</b> President AGIF Head of Sustainable Golf & Agronomy Asia-Pacific The R&A
9:05 - 9:10	<b>Welcome Note</b>	<b>Seehachet Saifon "Pro It"</b> General Manager Robinswood Golf Club
9:10 - 9:15	<b>Statement of Support</b>	<b>Thai Golf Course Association</b>
9:15 - 10:00	<b>Reignwood - Setting New Standards</b>	<b>Panel Discussion</b>  <b>Seehachet Saifon "Pro It"</b> General Manager Robinswood Golf Club  <b>Stuart Daly</b> Chief Operating Officer Reignwood Park  <b>Joe Marshall</b> Director of Instruction The Claude Harmon III Performance Golf Academy Robinswood Golf Club  <b>Kenny Mackay</b> Director of Golf Course and Grounds Wentworth and Robinswood Golf Courses
10:00 - 10:30	<b>The Golf Course Flywheel: From Operational excellence to Revenue Growth</b>	<b>Inwook Yeom</b> CEO SMARTSCORE
10:30 - 11:00	<b>The R&amp;A and Sustainability</b>	<b>Chris Gray</b> Head of Sustainable Golf & Agronomy Asia-Pacific The R&A

### 11:00 - 11:30 COFFEE BREAK

11:30 - 12:15	<b>The New Era of Revenue Optimisation</b>  <b>Moderator - James Shippey</b> Managing Director Absolute Golf Services  <b>Translator - Araya Singhsuwan</b> Director of Operations & Business Development Absolute Golf Services	<b>Panel Discussion</b> <b>Simon Mees</b> General Manager Absolute Golf Services  <b>Stuart Daly</b> Chief Operating Officer Reignwood Park  <b>Pat Wisitnorapat</b> Owner Green Valley Golf Club  <b>Thera Siricharoen</b> CEO & Co Founder GolfDigg
12:15 - 12:45	<b>Turf - Problems &amp; Solutions</b>  <b>Moderator - Spencer Robinson</b> Chief Communications Officer AGIF	<b>Panel Discussion</b>  <b>Nick Brown</b> Export Sales Manager Campey Turf Care Systems  <b>David Lunardelli</b> Director of Agronomy & Operations Asia/Pacific Troon  <b>Dean Nelson</b> General Manager Plover Cove Golf Club , HK
12:45 - 13:15	<b>Women - An Untapped Market!</b>	<b>Panel Discussion</b>  <b>Stephanie Oukeo</b> Chief Executive Officer 360 Development & Golf  <b>Miss Wantana K</b> GM - Sales & Marketing Siam Country Club Group  <b>Dandelly Nguyen</b> Managing Director 54 Vietnam  <b>Jerome NG</b> Director - Golf Development Asia Pacific The R&A
13:15 - 13:30	<b>Deliver More, Risk Less - The Complete ROI Of Club Car</b>	<b>Jessie Lu</b> Product Management and Marketing Manager Club Car

### 13:30 - 14:30 LUNCH

### 14:30 - 16:00 LIVE DEMOS AT DRIVING RANGE & ROBINSWOOD TOUR

### 16:00 - 16:30 COFFEE BREAK

16:30 - 16:45	<b>Solar Energy - Can It Work For Your Club ?</b>	<b>Daniel Olsen</b> Co - Founder & COO Volt Solar
16:45 - 17:00	<b>Technology - Making Informed Decisions</b>	<b>Steven Harris</b> Regional Manager for Turf Maintenance Equipment & Agronomy Jepsen & Jessen
17:00 - 17:30	<b>Reconstruction</b> Concept to Execution A Case Study	<b>Jason Winter</b> Partner/Golf Course Architect Parslow & Winter Golf Design
17:30 - 17:45	<b>Data To Measure Customer Experience</b>	<b>Chris Geraghty</b> Managing Partner 59Club Asia
17:45 - 18:00	<b>TO BE CONFIRMED</b>	<b>TO BE CONFIRMED</b>
18:00 - 18:30	<b>Build To Last</b>	<b>Martin Moore</b> President Flagstick GCCM

### 18:30 ONWARD CERTIFICATE COLLECTION & COCKTAILS AND SNACKS

**NOTE: Minor alterations in schedule, speakers, and topics may be made from time to time. Please check this page for updates.**

