

# Harrogate Week 2012

## *Make it happen*

You can only make full use of the Continue to Learn programme and, Harrogate Week as a whole, if you attend. That can often be down to persuading the people who ultimately make the decision that your being there would be a valuable use of both time and money.

So how do you go about making a strong, irrefutable, case for your attendance next January?

There are four main boxes which you must tick when putting forward your wish to be in Harrogate.



### 1. Understand Motivation

The person or people who make the decision on your attendance will be looking for clearly defined benefits; that expenses are reasonable and that the time out of the office is well spent.

You can assist this process by identifying reasonably priced hotel, B&B price via Reservation Highway [www.reservation-highway.co.uk/conference\\_info.php](http://www.reservation-highway.co.uk/conference_info.php). Another option is to consider sharing an apartment with friends or colleagues for the week, which can bring costs down.

Identify which workshops would be most beneficial to you and your employer, or who you are particularly keen to take in on the Education Conference or Seminar Sessions. Doing so can strengthen your case and increase your chances of being given the ok ahead to book up.

### 2. Understanding the Benefits that Impress

The two principle benefits of attending Harrogate Week are education and networking. The latter is a very important benefit but it is more difficult to quantify when building a case. You can outline who you spoke with, and any solutions you were able to identify, from networking during the week.

However, it is often speculative and difficult to quantify these

undoubted benefits. It is much easier to concentrate on the educational side where you can point to a specific course and how your attendance could have a direct benefit to the golf club.

The best way to do this is to link specific Workshops or topics on a Conference or Seminar session, as well as what you will be researching in the Exhibition Halls, to specific issues at work and then highlight what it is you will take from Harrogate and be able to implement back at work.

### 3. Quantifying the Benefits

It may well be worth breaking down and simplifying what it is you hope to achieve from your visit.

It would be wrong to assume that those making the final decision understand just how valuable the benefits of your attendance could be to the club. To assist, you should bring the Continue to Learn brochure with you when you attend the meeting, with the relevant elements highlighted.

### 4. Time Well Spent

Your decision makers need to appreciate that you are not seeking time off for a jolly but that attending Workshops, Education Conferences and carrying out research in the Exhibition is hard work.

Make sure you make them aware that you will be working through

lunch intervals and maximising the opportunity attending Harrogate has given you. Also make them aware that any social events take place outside of the regular Workshop, Conference or Show hours.

Once you have returned home ensure that you produce a report on what you have taken away from the week and what it will enable you to do. It will prove that not only has it been time well spent but money well spent as well.

**It is important that you stress the value of attending educational events with the top quality speakers who are there, as the opportunity to tap into their knowledge may not come around too often. Harrogate Week is a once a year opportunity and if you miss out next year you will have to wait for another 12 months for the opportunity to come around again. It may be that your neighbouring clubs are taking advantage of everything and stealing a march on you.**

**Harrogate Week 2012  
January 22-26**

Information for the article was drawn from a Guide produced by the Club Managers of America Association.