



“FORE” BUSINESS
FINALLY GOLF MEETS BUSINESS

PRESS RELEASE

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BIG Networking Event generates a buzz for business in Basingstoke

New networking group “FORE” Business, which mixes golf and business to help professionals build meaningful business connections in a more natural, relaxed environment, held their first BIG Networking Event at Belvedere House, Basingstoke last week.

More than 120 delegates from across Berkshire, Hampshire and Surrey attended this unique event to network, play a bit of golf and listen to inspirational speakers, including Adrian Pike - who took Anesco from £0 - £100 million in just three years.

Critically acclaimed comedian, Neil Kelso, was compère for the day, delighting and amazing attendees with magic tricks, wit and humour interspersed with networking, golf-themed games and presentations from Euro Pro Tour, Asset Advantage, “FORE” Business and REACH. Indeed, Jo Dixon, REACH National Co-Ordinator, was presented with a cheque for £1,500 to cover funds raised by “FORE” Business over the last six months.

As golf is pivotal to this group, the putting competition brought a bit of fun and competition into the mix and appealed to the enthusiastic delegates. Bob Bailey from Tour T-Shirt won first prize - a 4 x ball donated by Silvermere Golf Club. Dan Godding from the PGA Euro Pro Tour and Golf Principles Ltd offered advice, encouragement and insight to the delegates as they mingled throughout the day.

Sean Fergusson, co-founder of “FORE” Business, said: “The event was publicised almost completely through social media - Facebook, Twitter and most importantly LinkedIn, where our delegates have shared some fantastic feedback. The overall consensus was that the day was very useful, that business and referrals had been generated and, most of all, that it was relaxed and fun. We’re over the moon!”





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Photo from Left to Right - Neil Kelso (Magician/Compere), Emma Pendrey (Aston Scott, Sponsor), Michelle Kelly (“FORE” Business), Jonathan Eddy (Asset Advantage), Phillip Knight (Asset Advantage), Member Stephen Dunbar (All Seasons Windows), Member Bob Bailey (Tour T-Shirt), Clifford Fergusson (Ambassador), John Elliot (Ambassador, Optimease), Arron Busst (“FORE” Business), Sean Fergusson (“FORE” Business), Adrian Pike (Anesco) and behind Adrian, Member Mark Lavender (CCS Mobile).

- ENDS -

Media contacts

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Notes to Editors:

“FORE” Business is a new and informal way for professionals to network in the relaxing and natural surroundings of a golf course. The aim of the groups is to create a relaxed and natural networking environment that builds awareness and trust amongst local professionals and facilitates the exchange of quality business leads and referrals. It benefits all parties from Golf Clubs to SMEs, sole-traders and national businesses. It works on a monthly membership so its success relies on delivering value to its members on a regular basis. Find out more at <http://www.fore-business.com/>

Golf – a growing and inclusive market

With the 2011 KPMG study showing that The UK & Ireland alone have the highest share of demand in Europe with 30% of players and the highest share of supply with 44% of coursesⁱ. There are good business reasons why this would take off in the UK and could have a significant draw in the US and Asia too. Indeed, although there are no official figures, an estimated 80 million golfers worldwide play on close to 40,000 courses across the planetⁱⁱ. Plus, with Female and Junior golfers increasing in the UK, which already boasts the highest percentage (30%) of all golfers in Europe, it looks as though golf is set to remain popular. Indeed, the Active People Survey shows increased participation in the 16-24 age group, which builds on huge increases in the number of schools now offering golf to their students.ⁱⁱⁱ.

ⁱ https://www.golfbusinesscommunity.com/article/golf_participation_in_europe_2011

ⁱⁱ <http://thefuturescompany.com/free-thinking/the-future-of-golf/>

ⁱⁱⁱ <http://www.ukgcoa.com/golf/overview/news/england-golf-to-boost-adult-participation-rates.htm>