

# MASTERMIND FORUM 2024

## *Innovating the Future of Private Clubs*

*The MASTERMIND FORUM 2024, hosted by the Club Leaders Forum, was a groundbreaking event held at the iconic All England Lawn Tennis & Croquet Club (Wimbledon). This exclusive gathering brought together 30 elite club leaders from around the world for an immersive three-day "un-conference," uniquely designed to foster innovation and share best practices in the private club industry.*

### INTERACTIVE AND PARTICIPANT-DRIVEN

Unlike traditional conferences, the MASTERMIND FORUM emphasized participant-driven discourse. Attendees engaged in in-depth discussions where they shared experiences and collaborated on solving common challenges. This unique format fostered an exchange of ideas and accelerated learning, paving the way for stronger professional relationships and practical takeaways.

### IN-DEPTH WIMBLEDON EXPERIENCE

The event kicked off with "Courtside Chats" at Wimbledon, where participants gained insights from key Wimbledon figures:

- Jamie Baker, Head of Professional Tennis and Tournament Director, discussed operational strategies and player engagement.
- Eloise Tyson, Head of Communications and Media Services, shared media management and community engagement tactics.
- Kelly Adams, Membership and Communications Manager, provided insights into membership management.
- Robert McNicol, Club Historian, highlighted the Club's efforts in preserving its rich history.
- Andrew Ambrose, General Manager of Venues, spoke about community outreach and facility management.

Participants were inspired by Wimbledon's blend of tradition and modernity—a history that includes the Club's strategic branding and historical preservation, as well as its community engagement efforts.





## KEY SESSIONS AND INSIGHTS

The MASTERMIND FORUM featured a series of sessions on pressing topics in the private club industry:

1. **AI and Technology.** Discussions centered on the benefits and challenges of AI; they highlighted AI's potential to enhance operational efficiency and member experiences while maintaining the essential personal touch.
2. **Core Values and Principles.** Attendees explored the fundamental values that underpin the world's finest Clubs: the importance of mutual respect, tradition, and member-centric governance were emphasized.
3. **Brand and Culture Protection.** Strategies to maintain and enhance Club brands were discussed: the focus was on consistent messaging, community engagement, and leveraging digital platforms.
4. **Cost-Saving Initiatives.** Leaders shared successful financial strategies, including effective communication of dues increases, leveraging technology, and innovative procurement practices.
5. **Data-Driven Decision Making.** A recurring theme focused on how to use data analytics to inform management decisions, improve member services, and optimize operations.
6. **Recruitment and Retention.** Innovative approaches to attract and retain top talent were shared: the importance of a positive workplace culture and competitive compensation packages were emphasized.
7. **Future Trends.** Discussions on the future of private Clubs in 2030 highlighted the need for increased diversity, advanced health and wellness programs, and the integration of cutting-edge technology.



## UNFORGETTABLE TAKEAWAYS

The MASTERMIND FORUM 2024 was an unparalleled success. The unique format and prestigious setting of Wimbledon created an environment conducive to deep thinking and meaningful collaboration—it provided a platform for Club leaders to innovate, share, and grow.

Participants left the Forum with a wealth of actionable insights and a renewed commitment to excellence: the event underscored the importance of innovation, strategic planning, and fostering a strong Club culture. As the private club industry continues to evolve, the insights and connections forged at this event will undoubtedly play a crucial role in shaping its future. ✨

