

Swing into Success: SPG Group's FM Golf Networking Series 2024 Now Open for Bookings

2 years ago



FM Business Daily recently sat down with [SPG Group's](#) Managing Director, Krys Stanton, to chat about his approach to networking and the upcoming Golf Series aimed at connecting Senior Leaders in the FM Industry.

How did the idea for the Golf Networking Series come about?

"It was actually Christmas 2021, when I was unfortunate enough to contract Covid-19. I had to miss the annual Kings Norton Golf Club Scratch Team Christmas outing, which as Captain, I had arranged. So, I was at home feeling sorry for myself and scrolling LinkedIn. I started wondering how many others in the FM sector also shared my love of golf, so I set up a LinkedIn group.

"I was blown away with the number of people from my network who were keen to join and haven't looked back. The first event was April 2022, offering an exclusive opportunity for senior FM leaders to take a Thursday afternoon out; to play golf and network with their peers. It's been fantastic to see the events go from strength to strength, with the grand finale of 2023 having 100 attendees and even bigger things planned for 2024."

Now that the 2024 Golf Networking Series is open for bookings, what can members expect?

- An exclusive community of friendly FM professionals, all in senior leadership positions.
- Fantastic locations across the country, at top golf courses, which each support our journey to offer sustainable networking.

- Together, these create a completely relaxed atmosphere, for all golfing abilities, perfect for building new relationships, and nurturing existing ones.
- And with even more guests expected for 2024, we can connect you with the right people, and match you for the perfect fourball.
- This year we're also taking the competitions to the next level and offering more speaking slots to our brilliant sponsors.

As an expert in the FM industry, what specific trends or developments are you most enthusiastic about for the coming year, and how might these influence the agenda and atmosphere of the Golf Networking Series?

"The world of sustainability and Environmental, Social, and Governance (ESG) are evolving fast and are set to be key on the agenda for 2024.

"We're clearly seeing that better for planet really is better for business. Meaning sustainable practices need embedding for long-term profitability and to future-proof businesses in the FM industry. This means not only nurturing a sustainable culture, but also utilising the right technology and AI to harness the associated data most efficiently and track true progression.

"With these events, I'm fully committed to staying ahead of the curve. It's something I proactively encourage with all our suppliers and partners and work hard reducing our carbon footprint every year, as part of our journey to net zero.

"I'm always exploring new ways to make improvements and support others to do the same and have partnered with some brilliant sustainable golfing brands to offer discounted merchandise to all members and some great 'green' prizes."

What unique value does the Golf Networking Series bring to senior leaders in the FM industry, and how does it set itself apart from other networking events or initiatives?

"For starters, it brings senior leaders together with a shared passion – golf! And what better way to build lasting relationships and look after your mental health, than an afternoon outdoors walking around a golf course.

"With six events across the country throughout the year, relationships easily evolve throughout the Series. And we're rigorous with our vetting procedures; checking companies and attendees to make sure these exclusive events are targeted at top calibre FM business leaders. Ranging from all parts of the FM supply chain, from end users through to FM providers and specialist service providers.

"These events truly are unique, offering a relaxed environment with no pushy salespeople, that help you get the most out of networking with senior peers. I can even link you up with relevant people, on the golf course, or in the bar afterwards!

"Not only that, how many networking events do you know that are proactively reducing their carbon footprint year-on-year, to bring you sustainable as well as meaningful networking...?"

Finally, what would you like to say to senior leaders in the FM industry who are considering joining the Golf Networking Series this year?

"We're a very relaxed and friendly community of like-minded people. All connected by our passion for golf, so if you're looking to connect with other senior FM leaders, I'd love to have you onboard.

"Throughout 2024, we have multiple events at top golf courses across the country that welcome all golfing abilities. So, whether you're interested in our fourball competitions in the afternoon, or just joining us for dinner and drinks afterwards, you won't regret it. What could be better for business and your health, than an afternoon on the golf course networking with other brilliant people...

"So, are you ready to make some lasting connections and explore new opportunities for your business?"

To secure your place on the 2024 Golf Networking Series, or find out more, visit

www.spggroup.co.uk/services/exclusive-networking/