



Professional Golfers Association of Denmark presents  
**Danish Teaching & Coaching  
Conference 2016**



**KEY SPEAKERS:**



**Tom Wishon**



**Brian Manzella**

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# WELCOME

We are very proud to present this year program for the annual Danish Teaching & Coaching Conference 1<sup>st</sup> March – 2<sup>nd</sup> March 2016.

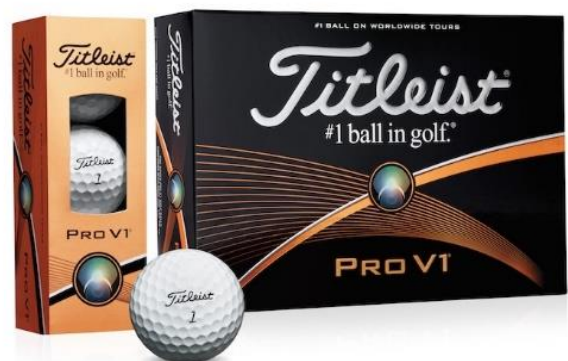
The conference is open to all PGA Professionals from all PGA of Europe member countries.

Like last year, the conference will be held at Brøndby Stadium near Copenhagen.

The program includes breaks, where you can network with your colleagues and the speakers.

We look forward to welcome you at the Danish Teaching & Coaching Conference.

The Board  
PGA of Denmark



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## PROGRAM

### Tuesday 1<sup>st</sup> March

- Kl. 09.00 **Tom Wishon:** What is professional clubfitting?  
Professional clubfitting involves matching each one of the 12 key clubfitting elements for every club in the bag, to each golfer's combination of size, strength, athletic ability and swing characteristics.
- Kl. 12.30 Lunch
- Kl. 13.15 **Tom Wishon** continued
- Kl. 17.30 Rounding and instructions on how to take Tom Wishon online certification test after the seminar.

### Wednesday 2<sup>nd</sup> March

- Kl. 09.00 **Brian Manzella:** Post Modern Golf Instruction  
**Prologue** – Brief history of the golf instruction eras and introduction of the “Post Modern Era.”
- Short discussion of the golf lesson, the golf teacher and the golf instruction
- Section 1** – The Post Modern golf swing and other categories of modern swing patterns
- Explanation of the golf swing of today and tomorrow and its address-to-finish components.
  - Other predominant styles of today may encounter.
- Section 2** - Post Modern Golf Instruction and Performance Coaching.
- Evaluation of current trends and future developments in today's technology laden, segment specialist and how the “general practitioner” can compete in this environment.
- Section 3** – Implementing Post Modern concepts with all levels of players.
- Using the proper input into the club as the central theme of lessons and how to change the golfer's frame of reference to create drills and “bridge drills” to assist with altering mechanics and ball-flight.
- Section 4** – Solving Common problems on the lessons tee.
- Fixing the slice, hook, flip, shank, fat shot, lack of distance and assorted other calamities.
- Section 5** – Live Lessons, conducted and deconstructed.
- Putting the concepts to work to change motion and ball flight, while making it fun for the student.
  - Explaining the Process, during the process.
- Kl. 12.00 Lunch
- Kl. 13.15 **Brian Manzella** continued
- Kl. 16.00 Rounding

### Thursday 3<sup>rd</sup> March (First extra day with Brian Manzella)

- Kl. 09.00 Follow-up and deepening of yesterday's theory
- Kl. 12.00 Lunch
- Kl. 13.00 Live teaching – 2 beginners, 2 average players
- Kl. 17.00 Rounding

### Friday 4<sup>th</sup> March (Second extra day with Brian Manzella)

- Kl. 09.00 Live Teaching – 2 hcp. 5-15 players and 1-2 elite players
- Kl. 13.00 Lunch
- Kl. 14.00 Theoretical rounding reviewing lessons, questions and more
- Kl. 17.00 Rounding

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## Brian Manzella

53 year-old New Orleans native and resident Brian Manzella has been teaching golf for 31 years.

Brian is a 3-time Golf Magazine Top 100 Teacher in America and has twice been named to the Golf Digest's 50 Best Teachers list. A 26-year member of the PGA of America, Brian was the 2013 PGA Gulf States Section Teacher of the Year and the PGA Kentucky Section Teacher of the Year in 2003.

In 1987 he began a long tutelage under world-renown instructor, the late Ben Doyle. In 1988, Manzella began a long on again, off again teacher-student relationship with PGA Champion David Toms. Brian's extensive work with David in 2011 resulted in Toms moving up 80 places in the world rankings, finishing second at the Players' and winning at Colonial, setting the all-time PGA Tour low 36-hole score in the process.

A former G.S.E.D. of The Golfing Machine, Brian left to head up the Project 1.68 group that synthesized golf swing scientific research for use by golfers and golf instructors. During that tenure Brian hosted two highly acclaimed science-based "Anti Summits." Manzella now partners with PGA Member Michael Jacobs of Long Island, New York with the Jacobs 3D Initiative and Golf Research Corporation.

Brian has certified 21 instructors in nine states and Australia, and his new online teacher training program is expanding that certification worldwide, with 28 current attendees from 4 countries.

One of the first pros to reach the level of TrackMan Master, Brian has produced several videos on the real world application of the "new ball flight laws" that the D-Plane has brought to light.

He has produced a dozen retail instructional videos, appeared the PGA DVD Instructional Series, and is a featured contributor to Golf Magazine and [Golf.com](http://Golf.com) for whom he has done over 100 videos, 20 articles and one cover story for.

Brian's "Science of Smash" Golf Digest April 2015 feature story and his April 2015 Cover Story in Golf Magazine—The Pull Back, Run Up and Jump—marked the first time an instructor had the two lead instructional arctic in the two major U.S. magazines in the same month.

Matt Rudy featured Manzella in the November 2014 issue of Golf Digest and called him one of the most influential teachers in the game.

Manzella was the featured instructor for the 2012 Sports Illustrated at the Majors promotion, teaching over 600 golfers in four cities, as well as participating event analysis for [SI.com](http://SI.com).

Brian does several seminars, golf schools, throughout the United States each year, and has been a featured speaker in ten countries and over a dozen PGA sections.

Manzella's Academy home base is English Turn Golf and Country Club in New Orleans.

Brian Manzella: [www.brianmanzellagolf.com](http://www.brianmanzellagolf.com)



## TOM WISHON

Tom Wishon is a 40 year veteran of the golf equipment industry specializing in clubhead design, shaft performance analysis, and clubfitting research and development. He is the only designer from the custom clubmaking side of the golf industry whose clubhead designs have been used to win on the PGA Tour, Champions Tour and in Ryder Cup competition. He has been responsible for more than 50 different clubhead design firsts in his design career, including the first adjustable hosel device, as well as the first 0.830 COR fairway woods, hybrids and irons.

Tom has also written ten books on clubmaking, shaft and clubfitting technology in his career. He has served as a member of the Golf Digest magazine Technical Advisory Panel, as the Technical Advisor to the Professional Golfers' Association of America's web site, [www.pga.com](http://www.pga.com), and has served as a production consultant to two of the world's largest clubhead production factories.

Tom began his career in golf as a PGA professional in the Northern California section of the PGA from 1972 to 1980. From 1980 to 1986 he served as VP of The GolfWorks. From 1986 to 1993 he served as president of Dynacraft Golf Products and from 1993 to 2002 he was VP and Chief Technical Officer for Golfsmith International. Tom started his own company, Tom Wishon Golf Technology in 2003.

Two of Tom's books, *The Search for the Perfect Golf Club* and *the Search for the Perfect Driver*, were selected as back to back winners of the 2006 and 2007 Golf Book of the Year by the International Network of Golf (ING), the largest organization of golf industry media professionals in the USA.

Tom Wishon is considered to be the foremost authority in clubfitting research in the game. He continues to teach and share his wealth of knowledge in custom clubfitting through his latest book, *Common Sense Clubfitting: The Wishon Method*, written for golf professionals and Clubmakers to learn the latest techniques in accurate custom clubfitting. Tom's books have been a part of the curriculum training for membership in the British, Swedish, German and Dutch PGA since 2008.

Tom Wishon has also been a regular invitee to speak at numerous golf industry conventions around the world, including the World Scientific Congress of Golf and the European PGA Teaching and Coaching conference.

Tom currently heads his own company, Tom Wishon Golf Technology, which specializes in the design of original, high-end custom golf equipment designs and clubfitting research for independent custom clubmakers worldwide ([www.wishongolf.com](http://www.wishongolf.com)).



# PRACTICAL INFORMATION

**Address:**

Michael Laudrup Lounge (opposite side of the reception)  
Brøndby Stadion  
Brøndby Stadion 20  
2605 Brøndby

**Hotel:****Scandic Hvidovre**

Kettevej 4  
2650 Hvidovre  
DKK 575 for single room - DKK695 for double room  
Room booking via [steffen@pga.dk](mailto:steffen@pga.dk)  
Limited number of rooms, first orders, first served.

**Sign up:**

Latest sign up for the conference is 14<sup>th</sup> February 2016  
Final entry to Steffen Jacobsen: [steffen@pga.dk](mailto:steffen@pga.dk)

Price DKK 2.000

**2 extra days with Brian Manzella**

Price DKK 3.000

**Included in the price:**

Lunch every day and coffee and cake in the breaks

**Cancellation rules for the Danish PGA conference:**

- Cancellation 14 days before the conference, 100% of the price is refunded
- Cancellation 7 days before the conference, 50% of the price is refunded
- Cancellation less than 7 days before the conference, no refund

**Dress Code:**

As a PGA professional you need to comply the rules of PGA of Denmark's rules regarding for example dress code, when attending a PGA event.



Making a difference

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