Talking business over Golf

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unique workshop was held by ETA. Technopark and Jones Lang LaSalle Meghraj on Saturday at AKDR Golf Village at Mettupakkam, along Old Mahabalipuram Road, where top executives of IT and ITES companies were taught to play golf. That's right, golf. The event, attractively called Golfonomics, had 55 attendees, who besides learning basics such as terminology, posture, golf clubs and score cards, were also given practical training.

The three trainers, Jayanan Satagopal, Prithviraj and Gaurav Syal are all amateur golfers, who've played in golf tours. In fact, Jayanan, who is a certified R&A referee, was the first to kickstart the event by showing the participants how to hold a putter, also adding tips on how to get their shots right. If you're wondering why golf of all games, Gaurav explained: "The golf course involves quite a lot of walking between holes, so golfing encourages conversation, be it business or leisure."

Spenta Dara Bhote, Corporate Communication Executive, ETA said that cocktail parties were getting too repetitive. "We want to create an environment which encourages fitness between busy work schedules and interaction between corporate heads."



