

# Managing your 'space' more profitably - WORKSHOP

*Meetings & Events Revenue Management made simple*

## Introduction

This is a very basic workshop aimed at giving you a taste of what Revenue Management would mean to your Meetings & Events business.

The key is being able to capture data in a user-friendly way; to get the most out of any external reports available to you (i.e. MIA Touchstone) and to regularly review this information and agree a relevant strategy based on demand and 'booking trends'.

This workshop will give you an understanding of how you can simply implement a Revenue Management culture in to your Meetings & Events business by introducing some basic tools, easy to understand reports and some structured disciplines as part of your team's every day focus.

It is fun and interactive and includes lots of exercises around a 'virtual' Meetings and Events office and concludes in a competitive Business Game. Your team will leave confident and focused on what they need to action back in your business.

## Objectives:

### At the end of the day you will ...

- ✓ have a better understanding of Revenue Management principles and how Meetings and Events can play a crucial role in **'managing your space more profitably'**
- ✓ be able to implement the 'tools' you need to capture data in a simple, user-friendly format to help you easily understand your demand, booking trends, market segments, business mix and competitors
- ✓ be able to utilise MIA Touchstone Reports to help you better understand your market and business
- ✓ be able to analyse this data, identify patterns in your business and how to apply a clear and relevant strategy to future demand, rates and negotiation levels
- ✓ have fun putting everything into practice in a 'virtual' Business Game and feel inspired to take what you have learnt back to your venue.

## Who should attend?

Perfectly aimed at independent hotels and venues who do not currently have a robust Revenue Management culture in their business. Ideally delegates will be Meetings and Events Managers, Supervisors or established Co-ordinators. It would also benefit General Managers with a 'hands on' approach to their Meetings and Events business.

The facilitators on the day will be:

## **Jo Woods & Rose McDonald**

Jo is an experienced consultant who has worked in all aspects of Front of House, and Meetings and Events Sales and Revenue Management for over 30 years.

*“My passion lies in Revenue Management for Meetings & Events and during the last 15 years of my career I have been involved in national training and consultancy roles for various venues, individual hotels and both hotel chains and management companies throughout the UK.”*

*“The way I approach my work is fun and interactive and completely focused on coaching and developing individuals and teams to manage their ‘space’ more profitably.”*



Rose has a wealth of experience in the hotel industry, she has worked in all areas of the business for over 30 years, she is currently Head of Sales at Robinson College, Cambridge.

*“I am passionate and driven to help individuals and their organisations achieve their return on objectives (ROO) and return on investment (ROI) which are always agreed at the outset.*

*“I have an extensive background in operations, sales, marketing and revenue management and a genuine passion for the Hospitality Industry and customer service.”*