

Programme overview

This workshop series is part of Fáilte Ireland’s Drive Business Performance Programme which has been designed to help businesses improve performance by introducing better revenue and distribution management practices.

The aim of the programme is to equip hotel revenue management teams with effective structures, business processes and reporting systems to enable them to achieve optimum revenue performance.

Skills Barometer

To ensure that the workshop you apply for is of optimum benefit to you and your business, Fáilte Ireland has developed a Revenue and Distribution Management Skills barometer, a tool to accurately and honestly assess your current skills and competence level. To assist us in assessing the most relevant and correctly pitched workshop, please complete our online skills barometer which can be accessed here:

<https://www.surveymonkey.com/r/FailteIrelandRevenue>

Please note that completion of the barometer is essential before any participant can apply to attend a workshop on the Revenue and Distribution Management Programme with Fáilte Ireland.

Location

Regional locations, nationwide

Workshops

An overview of all three levels are presented here.

Title	Designed For	Why Attend	Cost
The Essentials of Revenue and Distribution Management for Hotels	Those have limited exposure to the revenue management function at the hotel but would like to get more involved in this space, it may include the following personnel: Bookings Co-ordinators, Reservations Agents, Sales Executives, Food and Beverage managers looking to gain experience.	<ul style="list-style-type: none"> • Get familiar with revenue terminology • Acquire the skills to put in place and manage basic revenue and distribution management structures • Learn all about pricing and key metrics for analysis • Leave with a list of the top 5 actions for you to implement right now. 	Individual delegate rate: €100.00 (price quoted is ex VAT)

Title	Designed For	Why Attend	Cost
Succeeding in Revenue and Distribution Management - Tactics and Strategies for Hotels	Those who manage the revenue and distribution management process and input into optimum pricing, rate control and key metrics analysis with a KPI to increase overall room revenue. This may include sales and marketing managers, finance managers and front office managers who are involved or leading the revenue management function within the hotel on a daily basis.	<ul style="list-style-type: none"> Learn what structures to put in place in your business to help you control prices Know how to assess the optimum channels for your business to sell through Have the skills to identify the relevant segments for your business and how to forecast demand. 	Individual delegate rate: €200.00 (price quoted is ex VAT)

Title	Designed For	Why Attend	Cost
Strategic Revenue and Distribution Management Masterclass for Hotels	<ul style="list-style-type: none"> General Managers, Financial Controllers, Revenue Managers and Directors of Sales and Marketing i.e. the 'decision makers' who are responsible for the design and implementation of a revenue management strategy within the business Business teams focused on learning new techniques to support greater profits <p>To gain the most from the intervention, up to a maximum of three members of the property can attend together.</p>	<ul style="list-style-type: none"> Get Insights on what is new right now in the revenue space Learn how to adapt your business and remain competitive in this dynamic space Get expert advice on new techniques and how to use them to drive profit 	Individual delegate rate: €200.00 (price quoted is ex VAT)