

SUPPORT → STIMULATE → CHALLENGE → DEVELOP → GROW

Marketing Management in Action

An Innovative Marketing Programme for Senior Managers in the Tourism Industry

A practical step-by-step approach to help you develop a comprehensive marketing plan for short-term survival and long-term impact





No longer can you just expect customers to come banging on your door...

In this radically changing business environment the rules of survival have been transformed. Sophisticated customers, new technologies, soaring costs and growing numbers of competitors are all part of the game. The rule book for doing business is under scrutiny. Now, more than ever, traditional approaches to marketing must be reassessed and innovative marketing approaches explored.

Marketing produces bottom line results!

To operate in this new environment, it is critical that businesses refocus and equip themselves with the marketing tools to create added value. The direct relationship between marketing investment and superior market performance cannot be ignored...

You need to know your market, master your techniques and reap the reward!

Marketing is critical to the survival of businesses

In responding to the needs of industry, Fáilte Ireland, in association with Boston College, Massachusetts, has designed a marketing development programme for senior managers in tourism. The programme offers a practical step-by-step approach for businesses to make smarter tactical decisions in the short-term and develop a comprehensive marketing plan for long-term growth.

Programme Objective

To support tourism businesses in today's environment by enhancing their marketing capability for improved financial results.

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The Content

The programme has a practical focus offering tools and information on topics which will assist you in:

- Understanding market opportunities and risks in this challenging environment
- Knowing your customer and making the most of customer information
- Retaining and attracting new customers
- Developing your professional selling skills
- Managing communications and the media
- Using e-marketing and social networking tools to your best advantage
- Measuring your marketing performance
- Writing the marketing plan

Programme Components

There are a number of components to continuously support you through the programme:

A. Marketing Workshops in Ireland

The workshops consist of a combination of 1 and 2 day residential, hands-on practical workshops.

B. Workshops in Boston College and Best Practice Site Visits

Participants attend marketing workshops delivered on campus in Boston College. Participants also have the opportunity to network with Tourism Ireland and trade partners while in the United States and to partake in international best practice site visits.

C. Marketing Mentoring Support

You will be supported through the programme by a dedicated one-to-one marketing mentor. The mentor will guide and assist you in applying marketing tools to your business.

D. Networking with Trade Partners

Participants may also avail of the opportunity to put their practical professional selling skills to the test through meeting industry partners, both nationally and internationally. Complimentary entry to a networking workshop and a gala evening event at Meitheal 2010, Ireland's annual tourism fair is also offered to programme participants.

E. e-Cornell Online Learning Module

Fáilte Ireland has collaborated with e-Cornell in delivering an online learning module which is tailored to participants on the programme.



Key Business and Personal Benefits of the Programme

The programme offers:

- Access to tactical tools to deal with marketing challenges
- Fresh insights into marketing thinking for smarter decision making
- Opportunities to both improve your marketing skills and gain more confidence
- Templates and business tools for planning your marketing strategy
- Ongoing mentoring support in devising a strategic marketing plan
- Interactive discussions and case studies
- Access to new market research
- Networking opportunities with industry experts, trade partners and senior managers in industry

Partnership with Boston College

Boston College ranks as one of the most academically respected and prestigious private universities in the United States. The university has developed, through an established partnership with Fáilte Ireland, a customised executive education programme offering Irish participants exclusive access to its cutting edge marketing faculty. Participants who successfully complete the programme receive a certificate from Boston College and Fáilte Ireland.

Who should attend?

Owners, senior managers and marketing managers operating in the tourism industry, who have responsibility for marketing activities.

How much does it cost?

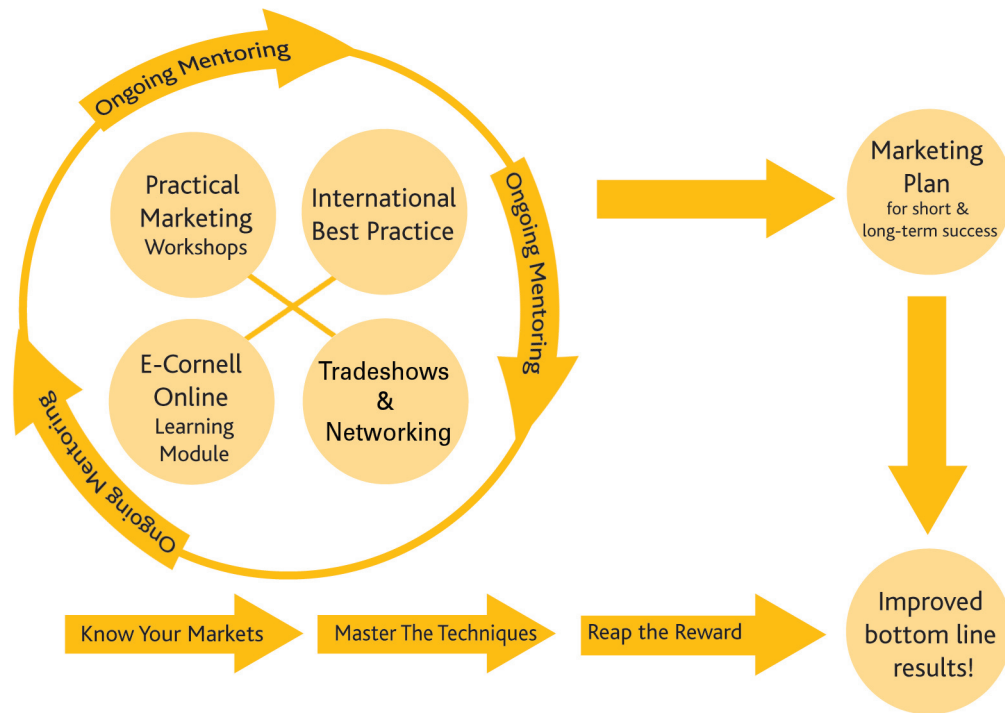
The programme will be partly subsidised by Fáilte Ireland for participants who successfully complete the Boston College Certificate requirements.

How do I book?

For more information or to book a place please contact Marion O'Connor on 01 8847736 or by email: marion.oconnor@failteireland.ie

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MARKETING MANAGEMENT PROGRAMME STRUCTURE



Workshops	No. of Days	Schedule 2009-2010
Induction	1	November
Know your Market	1	November
Strategic Thinking – You and Your Organisation	Online	December
Preparing for Growth	1	January
E-marketing and Professional - Customer Selling Skills	1	January
International Site Visit – Boston College	3	February
Managing Communications and the Media	1	March
Measuring Performance and Writing the Marketing Plan	1	April
Presentation of Marketing Plan	1	May

Please note that the schedule and workshop content may be amended to meet participant needs.

Want to know more?

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Fáilte Ireland

National Tourism Development Authority