

Workshop overview

In today's world we have lots of data available to us about our customers and plenty of new technologies that help us capture data quickly. But are we using this data to really help us develop sales and marketing activities and build very strong customer relationships? This workshop is part of Fáilte Ireland's Drive Business Performance Programme and will help you achieve excellence in building relationships with your past customers, current customers and new customers through that very important tool – data.

Why attend

- Learn the language and tools of data driven marketing
- Get the skills and knowledge to start using your database and the data it provides to inform and improve your offering, your pricing and your future sales and marketing activities.

Location

Regional locations, nationwide

Duration

1 day

Cost

Fully subsidised by Fáilte Ireland

Designed for

General Managers and Sales Managers Individuals who are directly responsible for marketing and using data to sell effectively.

Date

Scheduled dates can be viewed here on the Fáilte Ireland Trade Portal

Content

- The most relevant data to capture that will help inform the experience you offer, your sales and your price
- The value of having a database and the options available from the most basic to the most sophisticated
- How to read the data and interpret the trends within your business to inform future sales and marketing activity
- The impacts on your business's bottom line and the various ways that you can use your data including pre-marketing messaging; customised booking confirmations; in room messaging; building positive customer experiences and boosting reputation.