**2018
25th
September
Guildford**

FORECASTING MASTERCLASS FOR HOTELIERS

The 1 day forecasting masterclass can be taken as a standalone session, or as a natural continuation from our 2 day introduction to hotel revenue management.

Overview & Key Outcomes

The programme will provide attendees with an understanding of the data needed to produce a forecast as well as the methods of forecasting.

Theoretical learnings are applied immediately, asking attendees to produce their own manual forecast, and then test it by responding to business situations, assessing demand and using market intelligence to make decisions to revise strategies.

Attendees will leave being able to produce a forecast manually that is accurate and reliable, practically tested and able to drive business forward.

Topics

- Forecasting methods
- Market awareness, segmentation and identifying trends
- Demand driven decision making
- Gathering data and producing a manual forecast
- Understanding demand levers
- Pick-up, wash, pace
- Assessing business on the books
- Market testing and evaluation
- Understanding variances and amending a forecast

Delivery Methods

The learning environment that we create is friendly and mutually supportive with interactive discussions, and practical challenges integrated throughout the programme to enhance and apply theoretical learnings.

Industry Networking

With time for networking throughout the day, attendees can make new contacts in their industry and draw on each others experiences.

Participants

The course has been designed as a follow on from the 2 day introductory course in hotel revenue management or for those who are new to revenue management. Typically, attendees on the course will be hotel managers, junior revenue managers/coordinators or working in front office, reservations.

Delegates are required to have basic excel skills.

Course Leaders

The programme will be delivered by Sylvia Ganbert, Teaching Fellow at the University of Surrey; and Janel Clark, Head of Consultancy and Education atSnapShot. Sylvia has recently returned to the UK following 4 years in Dubai, working in some of the most exclusive properties within Tiara Hotels & Resorts, Fairmont Raffles Hotels International and InterContinental Hotel Group. Between them, Sylvia and Janel have combined experience of over 40 years in the area of Revenue Management, having worked worldwide in both independent and large group hotel businesses. They are perfectly placed to provide sound teaching, demonstrating first-hand experience along with an understanding of current challenges and developments in the area of revenue management. Facilitators are knowledgeable and approachable, welcoming your questions.

Venue and Timings

9.00 – 17.30

Guildford: The workshop will take place at the University of Surrey campus.

Cost

Price £350 per person.
10% discount for group booking.

Why Surrey?

• Facilitators have over 40 years of practical revenue management experience

• The University of Surrey is ranked **number 1** for Hospitality and Tourism higher education in the UK, with over 40 years' experience delivering courses

• We encourage a partnership with you and will support your continued learning by providing supplementary reading, keeping you connected and up to date

• We give you time to network and learn amongst your peers and enjoy new perspectives

• The chance to network in future with other executive education attendees from across our range of programmes

• On the university campus we have a dedicated training venue. Experience our very own Lakeside restaurant and coffee shop.

Testimonials
Previous attendees on the programme said....

"Everyone felt confident and empowered to ask questions and make comment throughout the programme -the facilitators both making this easier by being approachable and knowledgeable."

"The balance between theory and practice was great, offering a pro-active and engaging learning process."