



HOTEL REVENUE MANAGEMENT PRICING MARKETING DISTRIBUTION

17th & 18th JANUARY 2023

A 2-day Executive Education course in revenue management at the University of Surrey, introducing a more collaborative approach to Demand Management

SUMMARY & KEY OUTCOME

The 2 day short course aims to broaden an understanding of revenue management, promising some hard work, fun interactive exercises, and the opportunity to network. Attendees will leave being able to contribute more effectively to the discussions and decisions being made in their business, aware of current developments and trends, and having made new contacts in their industry.

TOPICS

- Revenue management – its evolution and future
- The Guest, who they are, how they book and how to reach them
- Market segmentation
- Distribution and transaction costs
- Pricing – demand and value
- Inventory control and its impact
- Hotel investment decisions – market analysis
- KPIs and benchmarking
- Trends around the management of ‘big data’

DELIVERY METHODS

Practical examples, discussions and exercises are integrated throughout the programme to enhance and apply theoretical learnings. There will also be a **HOTEL SIMULATION** used to mimic pricing and marketing decisions to ensure applied understanding of the subject matter.

TO BOOK YOUR PLACE

Please email your interest directly to Sylvia Ganbert at s.ganbert@surrey.ac.uk

COURSE LEADERS



Sylvia Ganbert
Senior Lecturer
University of Surrey



Janel Clark
Head of Learning and Development
Heyward Group

Sylvia has multiple years working internationally in the US, UK, Australia and Dubai being the most recent. She has worked in some of the most exclusive properties within Tiara Hotels & Resorts, Fairmont Raffles Hotels International and InterContinental Hotel Group, Le Meridien and so on. She specialises in hotel revenue management and in particular total revenue management.

Janel, a former Director of Revenue at Avvio and Revenue by Design, both in London, United Kingdom, drives the Educational programmes for the Heyward Group. Janel has created, developed, and delivered numerous training courses with some of the world's leading educational establishments, including the University of Surrey, ESSEC Business School, and Glion. Janel has taught Revenue Management learning at HOSPA for over three years.

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

The workshop will take place in a dedicated and flexible executive education space at the epicentre of the main University of Surrey Stag Hill Campus, set amongst the vibrant student atmosphere.

COST

Cost includes course materials, refreshments and lunch, networking drinks reception, supporting reading material and parking permits where available.

Full price is £895 per person

Multiple Booking Discount

Companies who book 3 or more delegates will receive a discounted price of £850 per person.

TESTIMONIAL

“The revenue simulation was a working practice of how strategy, pricing, investment and profitability work in reality. The two days were enjoyable and fun. Relevant, stimulating and well presented.”

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“Thank you Janel and Sylvia for a wonderful two days. I thoroughly enjoyed this class and wish to now do the forecasting module. I really can't speak highly enough of the course.”