A 2 day SnapShot in revenue management at the University of Surrey, introducing a more collaborative approach to Demand Management.

**Key Learning Outcomes**

- To have a better understanding of strategic decision making in a hotel environment and the impact on business performance, having gained a broad insight into the day to day role of a hotel revenue manager.
- Demonstrate knowledge in the future of revenue management and the trends around management of 'big data.'

**Industry Networking**

As well as a networking drinks reception at the end of day 1, attendees will have plenty of time to network with other participants and speakers during breaks and lunch.

**Simulation Format**

The simulation allows small groups (3–4 people) to take part in online management of their own 4* property, for one year. Participants have the opportunity to make decisions concerning:

- Strategic planning and capital expenditure
- Sales and marketing
- Pricing and market segmentation
- Distribution
- KPI and financial analysis and interpretation.

As tension rises, who will win the all-important prizes...

Teams will present their strategy, as an overall analysis is shown of hotels’ performance over the course of a year.

**Topics**

- Revenue management – its evolution and future
- 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, videos, discussions and exercises are integrated throughout the programme to enhance and apply theoretical learnings. Facilitators are knowledgeable and approachable, welcoming your questions.
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 at SnapShot. 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.

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

Day 1
9.00 – 18.30

Day 2
9.00 – 17.00

Cost
Attendees booking in advance of 12th April receive a 10% discount on the course fee, which includes course materials, refreshments and lunch, networking drinks reception, supporting reading material and parking permits where available.

‘Early-bird’ price £585
Full price £650
Pricing per person (VAT exempt)

Why Surrey?
• Facilitators have over 40 years of practical revenue management experience
• Content features the latest in real time industry developments, showcasing the latest analytical tool in a cloud based solution
• We give you time to network – learn amongst your peers and enjoy new perspectives
• 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
• The chance to network in future with other executive education attendees from across our range of programmes
• Dedicated training venue within the School of Management. Experience our very own Lakeside restaurant and coffee shop.

Testimonials
Previous attendees on the programme said....

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.

For more information and to book please contact:
cre@surrey.ac.uk/+44 (0)1483 683780
University of Surrey, Guildford, Surrey, GU2 7XH, UK