

**Workshop overview**

This workshop is part of Fáilte Ireland's Drive Business Performance Programme which has been designed to help businesses improve performance by introducing better revenue and distribution management practices. The learnings from this workshop will help you quickly move your business from putting basic revenue and distribution structures in place to adapting techniques and innovations that can really drive profit. The focus is new trends and innovations in revenue management and the effect on the bottom line in your business. Very importantly covers all the current issues in this dynamic space.

**Why attend**

- Insights on what is new right now in the revenue space
- Learn how to adapt your business and remain competitive in this dynamic space
- Get expert advice on new techniques and how to use them to drive profit.

**Skills Barometer**

To assist our trainer with the most relevant and correctly pitched content, please complete our online skills barometer which can be accessed here: <https://www.surveymonkey.com/r/FailteIrelandRevenue>

**Location**

Regional locations, nationwide

**Duration**

2 days

**Cost**

Individual delegate rate: €200.00 (price quoted is ex VAT)

**Designed for**

- General Managers, Financial Controllers, Revenue Managers and Directors of Sales and Marketing i.e. the 'decision makers' who are responsible for the design and implementation of a revenue management strategy within the business
- Business teams focused on learning new techniques to support greater profits.

To gain the most from the intervention, up to a maximum of three members of the property can attend together.

**Date**

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

**Content**

**Day 1**

- Revenue management as a business process
- Market mix, business mix, channel mix - the metrics of your business; the latest insights

- How segmentation can inform the sales and marketing process and in turn enable you to drive increased revenue for your hotel.

### **Day 2**

- Focused on emerging and evolving trends in the Revenue and Distribution management space.

## **Watch out for other workshops for you or your team in Fáilte Ireland's Revenue Management Programme**

The full suite of workshop titles is listed below. To view more details, click [here](#)

### **Revenue Management Programme**

- The Essentials of Revenue and Distribution Management
- Succeeding in Revenue and Distribution Management - Tactics and Strategies
- Strategic Revenue and Distribution Management Masterclass