



## Fáilte Ireland Business Supports



## Supporting your Business

FÁILTE IRELAND'S RANGE OF SUPPORTS ARE DESIGNED TO HELP YOU TO GROW YOUR BUSINESS, TO BUILD YOUR INTERNATIONAL TRADING CAPABILITIES AND TO ENABLE THE DEVELOPMENT OF VISITOR EXPERIENCES TO MAXIMISE REVENUE.





## Fáilte Ireland Business Supports

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# 1 Fáilte Ireland's Sales Academy Programme

## Programme Overview

The very best tourism professionals are strategically minded, results focused and dedicated to excellence. Launched in February 2015 the **Fáilte Ireland Sales Academy** is committed to supporting tourism sales professionals in achieving and exceeding their personal and business goals.

The next series of Sales Academy Programmes will commence in Spring 2016 and will include:

**International Sales Management** - Targeted at Owner/Managers, GM's, Director of sales and specifically those developing a strategic international sales profile.

**Sales Excellence** – Targeted at Sales Managers / Sales Executives, the programme is intended for those entering into the international sales arena. Applicants must have an engagement in international sales and revenue planning.

These are modular programmes and have been designed in collaboration with our project partner Cornell University School of Hotel Administration. The configuration of the programme reflects best-practice learning and exposure to leading-edge thinking delivered by international experts.

For further details regarding registration please contact **Tara Kerry on 087 279 8961**



## Feedback on 2015 Sales Academy:

"A good mix of tutors/presenters, with the incredible input from Cornell University professors, makes the course relevant and enhancing, even if you are knowledgeable in certain sectors"

Alexander Hotel, Dublin

"My experience so far has been excellent. I personally find the course very beneficial and commend Fáilte Ireland for the work they have done in putting it all together. The course covers all aspects of tourism sales and in addition to providing the building blocks for developing a strategic sales plan, it has provided me with tools to become a more effective sales manager"

Guinness Storehouse, Dublin

"I found each module to date extremely well structured, thought provoking, well delivered and the expertise and resources of the presenters is world class. The course has been an excellent networking opportunity and sharing of information between the course participants has been open and hugely beneficial"

The Blue Haven Collection

"I have found Fáilte Ireland's new Sales Academy programme to be excellent. The content on both the Cornell Leadership module & Fáilte Ireland sales module are relevant, and very useful for sales training, sales planning and digital strategy"

Shannon Heritage

## 2 Fáilte Ireland's Training Webinars/Podcasts

### Webinars/Podcasts

Given the time constraints that most of us face every day, webinars and podcasts are an engaging, efficient and convenient way for people to continuously learn and upskill on the many facets of social media and digital sales & marketing. Keeping up-to-date with the fast changing pace of digital world is a constant challenge for all sizes and types of businesses. Webinars/podcasts are an impactful way to address that challenge.

Webinars /Podcasts are great for both formal training and informal discussions on various topics and Fáilte Ireland provides a wide-ranging schedule of webinars for you to choose from. Here is just a sample of the topics we cover:

- Managing Pay Per Click Campaigns using Google AdWords
- Using Remarketing Techniques to Drive Sales
- Building a Content Strategy
- How to Immerse People in Your Experience Using Innovative Technologies (live-streaming)
- Building Custom Audiences on Facebook and Re-targeting them using Ads
- Building Sales Funnels to Convert your Website Traffic

All Fáilte Ireland webinars/podcasts are recorded and made available to our tourism business community through our Fáilte Ireland YouTube channel, so while attending live is recommended our clients will never miss out!

Check out our library playlist of previously recorded Webinars/Podcasts on [www.failteireland.ie/podcasts](http://www.failteireland.ie/podcasts)



## 3 Fáilte Ireland's Development Workshops

Fáilte Ireland's new suite of training workshops provide interactive learning opportunities where participants explore, develop, and apply ideas to advance their business and personal success. The trainers, all of whom work directly within the tourism industry, bring with them a real in-depth understanding of the challenges and opportunities facing industry businesses.

The workshops are highly interactive, with engaging and interactive discussions, and provide inspiration for direct application of the learnings to each participant's own tourism business. Workshop sessions are enhanced with national and international best practice case studies and current industry examples. All workshops include workbooks, actions plans and sample templates, each of specifically tailored for immediate implementation and results.

Based on Industry Feedback, our main areas of training focus are:

### a) Finance – Pricing, Cost Control and Revenue Management

Making strategic and proactive decisions to increase occupancy rates and total revenue for businesses is another major factor in the business model. Applying a systematic process to such decision making can increase success. This programme offers three levels designed for those properties who have had limited training to date or have new personnel working in this area. It also supports those who are considering implementing changes e.g. new rooms extension, change of grade, or change of target markets.

### b) Sales – Offline Selling

The Irish Tourism industry's product is among the best in the world. Fáilte Ireland's suite of sales workshops are designed to give tourism businesses the skills and knowledge needed to identify inspiring tourism experiences, and use key sales messages to promote these experiences across both online and offline channels, to international B2C and B2B customers.

### c) Digital Selling

The digital section of Fáilte Ireland Business Supports provides training and informational services on a wide range of digital and social media topics, ranging from how to get the most out of the channels like Facebook, Twitter and Instagram, to building a mobile optimised website for your business.

### d) Cross Selling

This programme offers an overview of the proposition e.g. Wild Atlantic Way, Ireland's Ancient East or Dublin's Breath of Fresh Air – strong use of video, photos etc; brand guidelines (trade-marked logo and who to contact for use); delivering of the brand promise; social media (how to engage in the various channels). Know your area: Discovery & Signature Discovery Points; local related activities, attractions and operators; how to cross-sell in your destination (participants to be supported by trainer to generate discussion on same at the session). Build knowledge of what other tourism offerings are available, location, duration of activity, facilities, hours of opening, costs, what's on offer etc.

This workshop applies the Train the Trainer concept, whereby participants should be able to go back to their own businesses and train their colleagues in what they have learned in this session to cascade the information to the benefit of the ultimate user of the visitor experience.



### **e) Producing Captivating, Engaging, Informative Content that Generates Sales**

Attracting customers to your website or your social channels is great, but how do you grab the attention of the savvy, ultra-networked tourist? How can you give them a taste of what it would be like to visit your business?

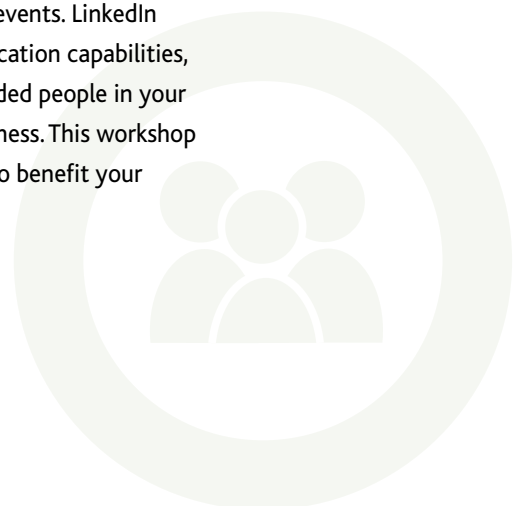
Showcasing your business offering online with engaging content and visually enticing imagery is the key to online success. This workshop looks at all the various mediums (text, images & video) you can use to create content that engages your ideal clients, gives them what they need, and motivates them to buy from you.

### **f) Tourism Sales & Marketing in a Mobile World**

The rise of smartphones and tablets has revolutionised the way in which your customers consume, share and search for information. This workshop addresses the essential aspects of the Mobile World crucial for tourism business operators to apply for continued business success. We take you through the many aspects of using mobile so you are aware of how people are using their mobile devices and how you can benefit from this as a business.

### **g) LinkedIn for your Tourism Business**

Networking is one of the most important skills that you could learn in order to make your business a success. But networking is not limited to face-to-face meetings and events. LinkedIn is a business networking platform, and by utilising its networking and communication capabilities, in particular through groups, enables you to connect and interact with like-minded people in your industry, discover new opportunities and find potential customers for your business. This workshop outlines what LinkedIn has to offer and how best to make use of this platform to benefit your business and enhance your online profile.



## 4 Fáilte Ireland's Mentoring Supports

Fáilte Ireland offers a mentoring service which is available to support Digital aspects of your business as well as Attraction Interpretation, Business Planning, Marketing, Sales, Revenue, Merchandising and Business Development.

The Fáilte Ireland mentoring panel is compiled of acknowledged specialists in tourism business. The mentoring support facilitates leadership development and accelerating company and sales growth. Our mentors have experience, drive and the passion to assist you to achieve outstanding results.

Also available a range of easy-to follow online support videos -  
See more at: [www.failteireland.ie/supports](http://www.failteireland.ie/supports)

## 5 Service Delivery Supports

### a) Customer Service – Going the Extra Mile

Fáilte Ireland research shows that three quarters of holiday makers cited the friendliness of the Irish people as a very important factor when choosing Ireland as a holiday destination. The key to business success is the ability to offer a tailored service which exceeds the customers' expectations. Therefore, Fáilte Ireland have developed this workshop for tourism businesses, drawing on research insights to enhance both the business and the customer experience, through the provision of service excellence and the creation of an natural authentic Irish experience.

### b) Increasing Food and Beverage Sales

Service plays a vital role in the customer experience and especially in an Irish context where it has proven to be one of our differentiating strengths. Customers spend more in response to excellent customer/table service and salesmanship. Therefore, Fáilte Ireland has developed this workshop for businesses serving food and beverages with an aim to enhance both the business and the customer experience through the provision of service and the creation of experiences, that are both memorable and represent value for money.

### c) Developing and Implementing Standards of Performance To Achieve Service Excellence

In order to consistently deliver service excellence, performance must be continually managed and assessed. Adopting a structured approach to managing standards in the business and maintaining them has many benefits to both the business and customer. Fáilte Ireland has developed this workshop for tourism businesses to assist them put in place effective and measurable standards of performance. These standards will enhance both the business and customer experience through the provision of consistent service excellence.

### d) Coaching for Performance in the Workplace

Research shows that coaching of staff within the tourism industry can improve standards, enhance motivation and teamwork and increase productivity. Fáilte Ireland has designed this workshop to develop the coaching skills of managers / supervisors to assist businesses in managing the development of personal and interpersonal skills. This in turn can increase the performance of employees.

For further information please contact: [nuala.mcdonald@failteireland.ie](mailto:nuala.mcdonald@failteireland.ie)



## 6 Promotions Ireland

Fáilte Ireland offers access to sales platforms both In Ireland and In Market. Promotions Ireland is an online registration system where you can get the most up-to-date information on upcoming events. This system allows you to register your company details and interest in attending events that are suitable to your business. Invitations are issued from this platform for all In Ireland and In Market Events.

You **must register** your interest to attend In Ireland or overseas leisure sales platforms via the [www.promotionsireland.ie](http://www.promotionsireland.ie) website.

This is the only way to register for in Ireland or overseas leisure sales platforms.

For further information contact: [Info@promotionsireland.ie](mailto:Info@promotionsireland.ie)



## Industry & Buyer Sales Platforms

Designed and Supported



## 7 Managing Distribution Channels for International Growth

Tourism businesses need to lessen their reliance on a declining and rate-conscious domestic market by adding a greater number of overseas visitors to their overall business mix. However, our key account management efforts have highlighted that many tourism businesses are uncertain as to which markets and consumer type they should target. Which distribution channels will offer the best return; which players are best prospect business partners in those channels; and what are their motivations and needs in coming to the 'negotiating table'? In response, we've developed a range of business supports to help you to grow overseas sales revenue. These tourism resources will in the first instance, build your overseas selling capability, and then give you greater access to key overseas markets and targeted buyers. All research and collateral is available to download from:

[www.failteireland.ie](http://www.failteireland.ie)



## 8 Lead Distribution and Channel Development

### Ireland successfully and consistently delivers a world-class visitor experience:

Ireland's success in securing and retaining an increasing share of its target markets will be determined to a large extent by its ability to fully understand the evolving tastes and preferences of its consumer segments and in turn delivering immersive and compelling visitor experiences. The basis for competing must be differentiation and quality – delivering authentically Irish experiences to a high standard of quality and service.

Ireland has exceptionally high quality natural and cultural assets upon which to trade. However, in a response to clear lack of awareness among overseas visitors about exactly what kinds of experiences Ireland has to offer, there was a need to develop a number of overarching brand propositions of scale and singularity, which could provide the necessary 'cut-through' to overseas markets. These propositions are Dublin, the Wild Atlantic Way and Ireland's Ancient East. These are the platforms upon which Ireland can present a portfolio of world-class visitor experiences.

To continue to drive sustainable growth we must identify new distribution partners and new distribution channels for our existing partners. Fáilte Ireland will continue to do research in our core target markets to identify buyers who do not currently feature Ireland and will seek to convert them to selling Ireland under our new experience brands.

For further information contact Martin Donnelly [martin.donnelly@failteireland.ie](mailto:martin.donnelly@failteireland.ie)

## 9 Fáilte Ireland's Content Pool

Ireland's Content Pool is a new centralised online library of free promotional images, video copy and other marketing assets. Please visit [www.irelandscontentpool.com](http://www.irelandscontentpool.com)



## 10 Fáilte Ireland's Business Tourism & Events Unit

### Business Tourism & Events Unit

Fáilte Ireland's Business Tourism & Events Unit is a specialist division focusing on promoting Ireland as a world class international business tourism and events destination under the Meet in Ireland banner.

We generate leads through sales and marketing activities and work in partnership with the Regional Convention Bureaux and the Irish trade to win international conferences, meetings, incentives and events for Ireland. To this end, we provide an extensive range of practical and financial support services and business solutions designed specifically to develop and sustain Ireland as a high-quality and competitive destination.

We offer these supports directly to the Irish Trade and International meeting planners through:

- Meet in Ireland: MICE Supports Programme
- Event Ireland: Supports Programme
- Regional Convention Bureaux Trade Partnership Platforms

All our supports are tailored to secure international business tourism and events for Ireland.

### Our MICE Supports

Our MICE Supports Programme offers you a full range of complimentary practical and financial supports. We have practical marketing and training supports available to help you put forward the best possible pitch. Our financial supports are available for your clients so that they can enhance the programme they offer to their international delegates.

Applications for Financial support for **International Corporate Meeting/Incentives** with over 50 delegates will only be considered during the bid stage. **International Association Conferences** with over 50 International delegates, where delegate registration can be influenced, can apply at bid or after it has been confirmed for Ireland. Terms and Conditions apply and all financial supports are subject to application.

**Sales & Marketing Opportunities you can get involved in:**

- 45 International platforms (In conjunction with Tourism Ireland)
- Conference Ambassador Programme
- Fam Trips
- Online [meetinireland.com](http://meetinireland.com)
- Advice, support and market intelligence

### Event Ireland

Event Ireland is focused on the growth of international bed nights through the vibrant events sector. We do this by identifying, bidding for and winning top level events for Ireland which have a significant international attendance. Event Ireland also offers a range of practical and financial supports, providing valuable guidance and assistance with feasibility studies.

In order to be eligible for Event Ireland's supports the event must be:

- Available for bidding
- Deliver a minimum of 100 international participants

*Note: Financial supports are based on the number of international delegates, number of overnights and location in Ireland. So be sure to get in touch with us as early as possible and we will give you an offer in principle to include in your next pitch.*

MEET IN  
IRELAND  
MARKETING  
SUPPORTS €10  
PER INTL  
DELEGATE

EVENT  
IRELAND  
ASSISTS WITH  
FEASIBILITY  
STUDIES



## Regional Convention Bureaux

Fáilte Ireland partners with Regional Convention Bureaux (RCB) under the Meet in Ireland brand. Cork, Dublin, Kerry and Shannon Convention Bureaux are our regional experts and are tasked with promoting their region. The convention bureaux will partner with international meeting planners every step of the way to secure international conferences, meetings and incentives for their region.

## Benefits of Partnering with your Local Convention Bureau

Opportunity to connect directly with decision makers - all RCB partners receive relevant leads generated by Fáilte Ireland.

- Access to sales and marketing platforms
- Assistance with bids for international conferences
- Co-ordination of venue/hotel proposals for international clients
- Co-ordination and support of site inspections

Each convention bureau has a range of practical supports and trade partnership platforms available.

## Accessing the Support

For more information about accessing supports, please visit [www.failteireland.ie/Business-Tourism](http://www.failteireland.ie/Business-Tourism) for trade supports and [www.meetinireland.com/support](http://www.meetinireland.com/support) for financial supports or contact one of the team  
Tel: 01 8847134 Email: [info@meetinireland.com](mailto:info@meetinireland.com)

*Note: CSO figures indicate that Overall Business Tourism is worth almost €581 million to Ireland in 2014. This supports over 19,000 jobs in Ireland.*

Meet in Ireland is the official MICE (meetings, incentives, conferences and events) brand for the island of Ireland. It comprises of three tourism authorities: Fáilte Ireland, Tourism Ireland and Tourism Northern Ireland.

\*MICE: Meeting, Incentives, Conferences and Events

CONVENTION  
BUREAUX  
TRADE  
PARTNERSHIP  
PLATFORM

# Overview of Fáilte Ireland's Business Supports Portfolio 2016

For more information regarding the range of Fáilte Ireland Business Supports for 2016 outlined here, contact your local Fáilte Ireland representative for more details or go to [www.failteireland.ie/supports](http://www.failteireland.ie/supports) to register and book a place on any of our training workshops or webinars.

REF	DESCRIPTOR	DURATION
<b>TRAINING</b>		
<b>SALES TOPICS</b>		
1	International Sales Management (Cornell)	6 x 3 days
2	Sales Excellence (Cornell)	3 x 3 days
3	Building Opportunities to Maximise Sales	3 x 1 day
4	Contracting and Negotiating	2 days
5	CRM	1 day
6	Introduction to Sales	1/2 day
7	Excellence in Upselling for Customer Facing Personnel	1 day
8	Targeting and Winning New International Business	1 day
9	Sales Skills for International B2B Selling	1 day
10	Managing your B2B Sales Channels for International Growth	1 day
11	Benefits of Branding	0.5 day
12	Cross Selling	0.5 day
13	Visitor Welcome	0.5 day
<b>REVENUE &amp; PRICING TOPICS</b>		
14	Revenue & Channel Management Level 1	2 days
15	Revenue & Channel Management Level 2	2 days
16	Revenue & Channel Management Level 3	2 days
17	Revenue & Channel Management for Attractions Level 1	2 days
18	Pricing and Cost Control Management	1 day
19	Extending the season (and making a profit while you do)	1.5 days
<b>DIGITAL TOPICS</b>		
20	Digital Strategy	1 day
21	Content Development – Text	1/2 day
22	Content Development – Visuals	1/2 day
23	Mobile Readiness	1/2 day
24	Reputation Management	1/2 day
25	Social Media	1/2 day
26	Bespoke	tbc
<b>MENTORING</b>		
27	Digital Strategy – Bespoke	
28	Sales (Sales; Marketing; Attraction Interpretation; Business Planning; Revenue & Demand Management; Festivals; Business Development)	0.5; 1; 2 days
29	Bespoke	0.5; 1; 2 days

# Business Development Division WHO'S WHO...



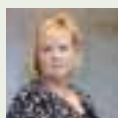
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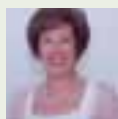
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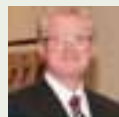
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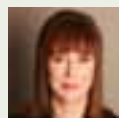
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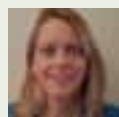
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