BREAKFAST SEMINARS FOR SENIOR MANAGERS

For bookings or further information contact:

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Fáilte Ireland in association with the Hospitality Management Skillnet is hosting a series of practical, interactive breakfast seminars. These will provide senior managers in all sectors of the tourism industry with an overview of current developments and trends in areas including social media, business planning and public relations. The workshops will also provide an insight into how to implement new concepts and developments into their businesses.

Who should attend?
Senior managers who are seeking an insight into new trends and practical ideas in areas that are essential for maintaining competitive advantage. These will include the rapidly changing arena of social media, networking with other tourism providers to attract more customers and enhance the visitor experience, and maximising low-cost and no-cost positive publicity.

What is the purpose of these breakfast seminars?
The seminars provide an up-to-the-minute overview of current developments and critical issues in key management areas as well as an opportunity for participants to plan the implementation of practical ideas for their own businesses.

### The Breakfast Seminar Series

<table>
<thead>
<tr>
<th>Seminar Title</th>
<th>Duration</th>
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<tbody>
<tr>
<td>Packaging and Bundling Products and Services</td>
<td>3 hours</td>
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<tr>
<td>Making the News - Effective Public Relations</td>
<td>2 hours</td>
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<tr>
<td>Making Business Planning Work</td>
<td>2 hours</td>
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<tr>
<td>Maximising Business from Events, Conferences and Weddings</td>
<td>2 hours</td>
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### Packaging and Bundling Products and Services
Duration: 3 hours

This seminar highlights the value and methods of working effectively with other tourism providers to attract more business, enhance the customer experience and enhance the tourism offering generally. The seminar will assist senior managers wishing to implement a strategy to expand their product and service offering by working with other relevant businesses to package and bundle products and services.

**Key Content**
- Overview of the packaging and bundling concept
- The advantages of working with other relevant businesses
- Undertaking preliminary research
- The steps in implementing a packaging and bundling strategy
- National and international examples of good practice
- Key factors to consider including distribution, marketing, PR and legal aspects

### Going Social! – Social Media and Networking for Tourism Businesses
Duration: 2 hours

This seminar highlights recent and forecasted developments in social media and the potential impact on tourism businesses. The seminar is a must for senior managers wishing to incorporate social media into their general business and marketing activity.

**Key Content**
- The importance of social media to tourism business
- The most effective social media for your business
- National and international examples of good practice in social media
- Tips on how to get started or to develop your existing platform

### Making the News - Effective Public Relations
Duration: 2 hours

This seminar highlights the importance of Public Relations to tourism businesses and how to achieve positive, low cost or no-cost publicity. The seminar will be helpful for senior managers wishing to ensure a strong and strategic focus on cost effective Public Relations in everyday general business and marketing activity for the future.

**Key Content**
- What PR really is – and what it isn’t
- Why it works – and why sometimes it doesn’t
- What makes good ‘news’
- How to write a good press release
- How to develop a good relationship with the media
- Key steps to developing a good PR plan
- Evaluating your PR campaign

### Making Business Planning Work
Duration: 2 hours

This seminar provides senior managers with an overview of effective business planning and the importance of regularly reviewing and monitoring business performance. The seminar will offer senior managers a realistic and relevant approach to creating their business plans in a practical and flexible way in order to maximise returns for their business.

**Key Content**
- The importance of business planning for tourism businesses
- Making the business planning process relevant and maximising your business ideas
- Examples of good practice
- Tips for monitoring business performance and adapting your plans

### Maximising Business from Events, Conferences and Weddings
Duration: 2 hours

This seminar provides participants with an understanding of the key factors necessary to drive maximum business from events, conferences and weddings. The seminar will assist senior managers who want to focus on maximising revenue in this area and implementing a strategy to support this.

**Key Content**
- Recent statistics and forecasts for the events, conferences and weddings business in Ireland
- National and international examples of good practice
- Key requirements for tackling the event, conference and wedding markets
- Customer expectations and experiences in booking hotels and venues
- Key routes to market and how to use intermediaries
- The key factors in successfully securing event business
- Planning and positioning an events strategy, including pricing, creating value, event organisation procedures and marketing
# Breakfast Seminars for Senior Managers

Fáilte Ireland in association with Hospitality Management Skillnet

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<thead>
<tr>
<th>Seminar</th>
<th>Date</th>
<th>Venue</th>
<th>Time</th>
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<tbody>
<tr>
<td>Making the News – Effective Public Relations</td>
<td>Wednesday 10th November</td>
<td>Mont Clare Hotel, Merrion Square, Dublin 2</td>
<td>8.30 – 10.30 am</td>
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<tr>
<td>Packaging and Bundling Products and Services</td>
<td>Wednesday 17th November</td>
<td>Croke Park Hotel, Jones’s Road, Dublin 3</td>
<td>9.00 am – 12.00 pm</td>
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<td>Making Business Planning Work</td>
<td>Wednesday 24th November</td>
<td>Clontarf Castle Hotel, Castle Avenue, Dublin 3</td>
<td>8.30–10.30 am</td>
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<tr>
<td>Going Social! Social Media and Networking for Tourism Businesses</td>
<td>Wednesday 1st December</td>
<td>Radisson Blu Royal Hotel, Golden Lane, Dublin 8</td>
<td>8.30–10.30 am</td>
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