



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.

This new workshop replaces and combines the previous Fáilte Ireland Level 1 and Level 2 Revenue and Distribution Management Workshops.

With updated content using the latest trends and innovations in this space, this workshop will give you the skills to create a framework for Revenue and Distribution Management including pricing, forecasting demand and assessing your optimum sales channels. It will examine the key elements of Revenue and Distribution management in terms of market segmentation and capacity management.

Why attend

- Learn what structures to put in place in your business to help you control prices
- Know how to assess the optimum channels for your business to sell through
- Have the skills to identify the relevant segments for your business and how to forecast demand.

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

This workshop is specifically designed for those who manage the revenue and distribution management process and input into optimum pricing, rate control and key metrics analysis with a KPI to increase overall room revenue. This may include sales and marketing managers, finance managers and front office managers who are involved in or are leading the revenue management function within the hotel on a daily basis.

Date

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

Content

Day 1

- Structure and process to enable revenue management

- Factors influencing your distribution set up
- New Metrics and Reporting – what should you be reporting on daily/weekly/monthly
- Review of trends in revenue and distribution management

Day 2

- OTA channels and how to maximise the relationship to optimum results
- How market segmentation can help your business
- Forecasting by segment
- An approach to supplier management
- Actions post workshop

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