

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 one-day workshop replaces Fáilte Ireland's Foundation Revenue and Distribution Management Workshop.

With updated content using the latest trends and insights, it is all about getting to know the terminology; what you need to consider when setting prices; and how to read demand for your business.

Why attend

- Get familiar with revenue terminology
- Acquire the skills to put in place and manage basic revenue and distribution management structures
- Learn all about pricing and key metrics for analysis
- Leave with a list of the top 5 actions for you to implement right now.

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

1 day

Cost

Individual delegate rate: €100.00 (price quoted is ex VAT)

Designed for

This workshop is designed for those have limited exposure to the revenue management function at the hotel but would like to get more involved in this space, it may include the following personnel: Bookings Co-ordinators, Reservations Agents, Sales Executives, Food and Beverage managers looking to gain experience.

Date

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

Content

- Revenue and distribution management; evolution, definitions and objectives
- Terminology in this area
- Metrics we use in revenue and distribution management
- Pricing – what you need to consider
- How to read demand for your business
- Top 5 actions for you to implement right now.

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