



Sydney Executive Development Programme 2015

in cooperation with the Cornell University
School of Hotel Administration

- Strategic Development for Hospitality Enterprises
- Evolving Media in Hospitality Management



Cornell University
School of Hotel Administration

Executive Development Programme

Strategic Development for Hospitality Enterprises

Day 1: Monday June 1, 2015 (09:00 — 16:00)

Day 2: Tuesday June 2, 2015 (09:00 — 12:30)

QT Hotel, Market Street, Sydney

This senior Executive Development Programme will include the following topics.

Topics Include:

- Employing service marketing concepts and approach
- Ways to identify, understand, and segment target markets
- Methods for mining marketing information from customers, competitors, and the market environment
- Evaluating channels of distribution, including online travel agents and meta-search sites
- Assessing brand marketing/operations/reputation alignment
- Making marketing a component of demand management

Key Benefits

Participants will adopt a strategic-marketing orientation to develop a keen sense for how marketing influences most every aspect of hospitality production, from design of the hospitality experience to operations and human resources activities. Participants will acquire a new lens for seeing how guests perceive the hotel services and for making more tactical operational and marketing decisions that best build the brand—and enhance guest loyalty and advocacy, and make effective use of distribution channels.

Programme Focus

Marketing—more than any other business function—connects consumers to firms. Marketing identifies a set of profitable target markets to achieve financial goals. Marketing crafts competitive positioning strategies and articulates the brand promise. Marketing listens and responds to the voice of the customer to guide service promotion, innovation, pricing, and channel distribution. Marketing attracts consumer attention and shapes attitudes toward the brand. Marketing monitors guest satisfaction with the service experience and fosters guest loyalty and advocacy. Thus, it is critical for managers to understand how marketing integrates the activities of hospitality enterprises to create value for guests.

Certificate

All participants will receive a globally recognised Cornell School of Hotel Administration Certificate of Attendance.

Executive Development Programme

Evolving Media in Hospitality Management

Day 1: Wednesday June 3, 2015 (09:00 — 16:00)

Day 2: Thursday June 4, 2015 (09:00 — 12:30)

Grace Hotel Sydney, York Street, Sydney

Programme Focus

Hospitality marketing is becoming increasingly more complicated as brand management, demand generation, and marketing communications shift from traditional to digital media. As well, the forms and use of new media are fast changing the way in which hospitality marketers interact with customers and how customers interact with each other. This course exposes participants to state-of-the-art digital marketing media management for hospitality. It focuses on search engine marketing, social media, multi-media platforms, and online reputation management. Participants will learn both the theories of network-based marketing communication and the practical, real-world application and measurement of strategies, tactics, and technologies used in this evolving field.

Key Benefits

Participants will derive a richer understanding of the interrelationships between management of the hospitality brand, distribution channels, customer demand, and marketing-communications in the evolving media landscape. Participants will take away new ideas to improve their new-media marketing, as well as the means to assess the effectiveness of these efforts. They will learn about the latest innovations in new media from best-in-class companies, and how to apply these ideas and measurement approaches to support profitable marketing strategies.

Topics Include:

- Integrating new media and traditional media for effective marketing communications
- Understanding web site design best practices and analytics
- Search marketing practices and analytics
- Social media marketing and advertising: applications and analysis
- Building community and engagement around brand
- Online reputation management
- Multi-media platforms for marketing and experience management
- New media trends, innovations, and predictions

Certificate

All participants will receive a globally recognised Cornell School of Hotel Administration Certificate of Attendance.



Cornell University
School of Hotel Administration

The School of Hotel Management was established in 1928 and provides leadership development across the globe. Programmes were first presented with TTA in Sydney in February 1988.



Tourism Training Australia was established in 1982 by the Tourism & Hospitality Industry and works closely with Tourism & Hospitality operators in all States / Territories to drive training forward. TTA is proud to continue its ongoing leadership association with Cornell University.

Supported by:



Tourism Accommodation Australia (TAA) represents the interests of the 24 Australian Accommodation Chains and over 800 individual members in the Hotel, Serviced Apartment, Integrated Resort, Motel and Vacation Ownership sectors. TAA is a division of the Australian Hotels Association, a federally registered organisation of employers representing hotels since 1836.



Registration

Please select your programme options below:

Strategic Development for Hospitality Enterprises **\$3500+ GST**

Complete set of programme ware, teaching notes, conference files, stationery, food & beverage.

Evolving Media in Hospitality Management **\$3500+ GST**

Complete set of programme ware, teaching notes, conference files, stationery, food & beverage.

Title

Surname

Given name

Company

Position

Address

Suburb / Town

State Postcode

Email

Phone Fax

Charge the following credit card:

VISA Mastercard Amex (+ 3%) Cheque

Please make cheques payable to NTITC

Cardholder name

Card number

Signature

Expiry date

Contact number

Please complete one form per delegate and submit:

by mail: GPO Box 2493, Sydney NSW 2001

by email: richard@tourismtraining.com.au

by fax: 02 9290 2002

Cancellation Policy

Full refund more than 30 days prior to the event. Substitute delegates are most welcome. Nil refund for less than 30 days notice when confirmed in writing.