

2017
26th January
London

FORECASTING MASTERCLASS FOR HOTELIERS

The 1 day forecasting masterclass is a natural continuation from our 2 day introduction to hotel revenue management.



Summary & Key Outcomes

The programme will provide attendees with an understanding of the data needed to produce a forecast as well as the methods of forecasting.

Theoretical learnings are applied immediately, asking attendees to produce their own manual forecast, and then test it by responding to business situations, assessing demand and using market intelligence to make decisions to revise strategies.

Attendees will leave being able to produce a forecast manually that is accurate and reliable, practically tested and able to drive business forward.



Delivery Methods

The learning environment that we create is friendly and mutually supportive with interactive discussions, and practical challenges integrated throughout the programme to enhance and apply theoretical learnings.



Participants

The course has been designed as a follow on from the 2 day introductory course in hotel revenue management or for those who are new to revenue management. Typically, attendees on the course will be hotel managers, junior revenue managers/coordinators or working in front office, reservations.

Delegates are required to have basic excel skills.



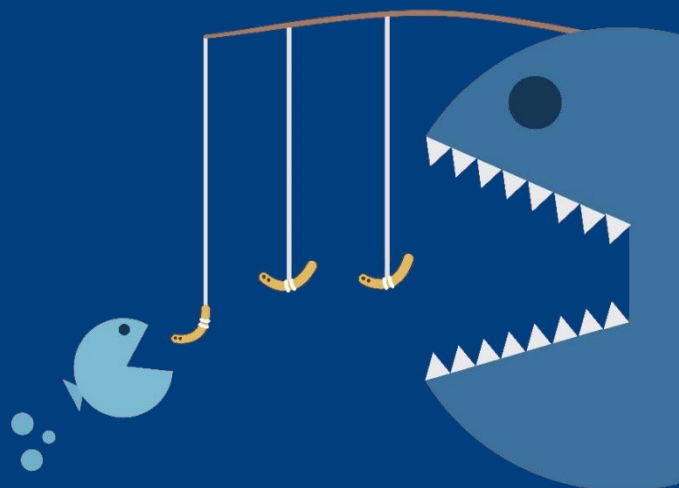
Topics

- Forecasting methods
- Market awareness, segmentation and identifying trends
- Demand driven decision making
- Gathering data and producing a manual forecast
- Understanding demand levers
- Pick-up, wash, pace
- Assessing business on the books
- Market testing and evaluation
- Understanding variances and amending a forecast



Industry Networking

With time for networking throughout the day, attendees can make new contacts in their industry and draw on each others experiences.





Course Leaders

The programme will be delivered by Sylvia Ganbert, Teaching Fellow at the University of Surrey; and Janel Clark, Head of Consultancy and Education at SnapShot. Sylvia has recently returned to the UK following 4 years in Dubai, working in some of the most exclusive properties within Tiara Hotels & Resorts, Fairmont Raffles Hotels International and InterContinental Hotel Group. Between them, Sylvia and Janel have combined experience of over 40 years in the area of Revenue Management, having worked worldwide in both independent and large group hotel businesses. They are perfectly placed to provide sound teaching, demonstrating first-hand experience along with an understanding of current challenges and developments in the area of revenue management. Facilitators are knowledgeable and approachable, welcoming your questions.



Venue and Timings

9.00 – 17.30

London: The workshop will take place at The Bloomsbury hotel.

Nearest tube Tottenham Court rd.



Cost

The course fee includes course materials, refreshments and lunch.

Full price £350

Pricing per person (inc VAT)



Why Surrey?

- Facilitators have over 40 years of practical revenue management experience
- Content features the latest in real time industry developments, showcasing the latest analytical tool in a cloud based solution
- We give you time to network – learn amongst your peers and enjoy new perspectives
- The University of Surrey is ranked **number 1** for Hospitality and Tourism higher education in the UK, with over 40 years' experience delivering courses
- We encourage a partnership with you and will support your continued learning by providing supplementary reading, keeping you connected and up to date
- The chance to network in future with other executive education attendees from across our range of programmes



Testimonials



Everyone felt confident and empowered to ask questions and make comment throughout the programme - the facilitators both making this easier by being approachable and knowledgeable.

The balance between theory and practice was great, offering a pro-active and engaging learning process.



For more information and to book please contact:

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