



Irish  
Hotels  
Federation

Skillnet

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## **Advanced Revenue Management**

– Commercial Strategy, Structure & Communication

Date: April - May 2023

# The Programme

## Advanced Revenue Management

27th April - 11th May 2023

*Limited to 20 places*

### About The Programme:

An Advanced Revenue Management programme aimed at hospitality professionals with at least 2 years' experience in a Revenue or Commercial role. This course is aimed at those who would like to expand their knowledge within the revenue discipline and are interested in growing more commercial awareness and revenue culture within their property. The programme will also support the development of employees currently working within Sales, Marketing, Digital Marketing and GM roles, providing them with an understanding of the importance and effectiveness of a strong, collaborative commercial team.

### Objectives of the Programme:

What you will learn -

- Pricing, Forecasting & Segmentation – Practising Agility in an ever-changing environment
- Benchmarking and Reputation – Why it is an integral part of any revenue strategy
- Commercial Focus – Structure, Strategy & Communication



The  
Programme  
Team



# Oonagh Cremins

- Owner, The Innovate Room

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Oonagh holds a BA (Hons) in Hospitality and a Master of Arts (Hospitality) First Class Honours and has a Diploma in Marketing, and Product Innovation from DCU. She is a past President of the Irish Hospitality Institute and is an accredited member of the IMCA – Irish Management Consultants Association.

Oonagh is recognized as a thought leader in the tourism and hospitality space as she regularly offers guidance and insights to the wider industry and has a reputation for positive and innovative contributions to many industry forums. Oonagh has strong communication and interpersonal skills and enjoys facilitating robust discussions among stakeholder groups as part of her consulting work.

Oonagh thrives in working as part of multidisciplinary teams to deliver projects. Leading change from an organisational and stakeholder level is a key cornerstone of all her work.

Oonagh works with tourism organisations such as Fáilte Ireland, Tourism Northern Ireland, and educational institutions such as Shannon College to deliver current and relevant learning mentoring and advisory services.

## **Oonagh's key skills lie in the areas of:**

- Commercial Management
- Tourism Strategy & Planning
- Pricing, Capacity & Distribution Management
- New Product Innovation
- Strategic Marketing



# Amanda O'Donovan

- Commercial Consultant

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Amanda is a commercial consultant, specialising in revenue strategy & analysis. Amanda has a proven track record of leading multi-disciplinary (Sales, Marketing, Revenue) teams in achieving key business objectives. A results-driven professional with expertise in implementing key process's and technology to increase efficiencies and revenue across the organisation.

Supporting the utilisation of Opera PMS and configuration, as well as channel managers & revenue management systems. Amanda has excellent project management skills, coupled with a strategic outlook and proven leadership ability. Proven record of forecasting revenue, implementing strategy and delivering results across key market segments.

Amanda regularly guest lectures in various educational institutes (Shannon College of Hotel Management and Munster Technological University) in the area of Revenue Management.

## **Amanda's key skills lie in the areas of:**

- Revenue strategy & analysis
- Collaborative approach to implementing and executing strategy
- Channel Manager and Revenue Management System implementation
- Budgeting and forecasting



# Topics

## 1. Pricing, Segmentation & Forecasting

Date: Thursday, 27 April

{Afternoon - Online}

**Time: 2pm - 4.30pm**

### Objectives

- To develop an understanding of pricing and segmentation strategies in an increasingly uncertain market
- Explore the tools and data points to help with effective forecasting

### Learning Outcomes

- Apply pricing and segmentation strategies successfully in your hotel to support business goals and objectives. Be ready to remain agile in these areas, to ensure you are maximising opportunities

### Topics

- Macro Environment – Pricing Trends
- Pricing Strategies
- Price Value Matrix
- Breakeven Price & Cost
- Macro Environment – Segmentation – What is the guest looking for?
- Revaluating your Segmentation
- Effective Forecasting

## 2. Benchmarking & Reputation

Date: Thursday, 4 May

{Afternoon - Online}

**Time: 2pm - 4.30pm**

### Objectives

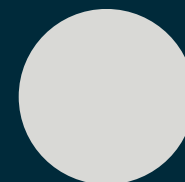
- How to manage and leverage the online reputation of your business
- Understand the relationship between guest reviews and revenue optimisation
- Using rate intelligence tools to inform strategy

### Learning Outcomes

- Understanding that a focus on reputation and standards has a direct effect on revenue performance
- The importance of choosing the correct competitive set to effectively benchmark your hotel against. Using effective tools to help manage these areas

### Topics

- Why Benchmarking & Reputation are integral to Revenue performance
- How to utilise the tools available
- Rate Shopping & Rate Intelligence – how this can inform strategy
- Reputation and Rate expectation
- Guest Reviews and their relationship to Revenue
- What KPI's to measure



### 3. Commercial Team - Structure & Strategy

Date: Thursday 11 May

{Afternoon - Online}

**Time: 2pm - 4.30pm**

#### Objectives

- Understand the role of the Commercial Manager within an organisation
- The aim and roles of team members within a Commercial team
- Use effective communication to develop a strong revenue culture within your hotel
- How to structure and lead a successful commercial meeting

#### Learning Outcomes

- Have knowledge of the key components of a commercial team, as well as an understanding of the role of a Commercial Manager. Be able to structure and lead regular commercial meetings, communicating key strategies, challenges and opportunities within the business. Understand the importance of having a role within the business who is responsible for long term strategic planning

#### Topics

- The aim of a Commercial Team
- Components of a Commercial Team - Roles & Responsibilities - everyone has a part to play
- How to build an effective commercial strategy
- How to structure a commercial meeting
- Link between Commercial Objectives and Operations





## Duration

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The format is **2pm - 4.30pm** (Online)

## Fee

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The fee is subsidised by the IHF Skillnet

- **Members** €195.00
- **Non Members** €250.00

## Booking

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Places are limited to 20 people

Apply now by emailing Dervla O'Neill at [oneilld@ihf.ie](mailto:oneilld@ihf.ie)  
or call **086 083 6626** for more information



Irish Hotels Federation Skillnet is co-funded by Skillnet Ireland and member companies. Skillnet Ireland is funded from the National Training Fund through the Department of Further and Higher Education, Research, Innovation and Science.



An Roinn Breisoideachais agus Ardoideachais,  
Taighde, Nuálaíochta agus Eolaíochta  
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