



Irish
Hotels
Federation

Skillnet

Advanced Revenue Management

– Commercial Strategy, Structure & Communication

Date: March 2024



The Programme

Advanced Revenue Management

14th - 21st March 2024

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



Sandra Gannon

- The Innovate Room

Sandra Gannon is a strategic revenue and distribution management professional. Her experience has been gained at Senior Management level in International Group and Independent Hotels, working as part of multi-disciplinary teams. Sandra has a strong sales, marketing, and operational background.

Her hospitality skillset focuses on implementing a seamless technology set-up to ensure successful strategies can be implemented and revenue can be maximised. Sandra is an expert in optimising distribution and OTA management as part of the overall distribution and connectivity landscape.

Sandra enjoys strong relationships with various technology providers and OTA market managers. She has developed and implemented reporting suites for multiple hotels to measure, monitor and enable an analysis of key metrics.

To ensure consistency, standards and operational excellence for hotels and their teams, Sandra has led numerous process reviews and process changes supported by SOP development and delivery.



Amanda O'Donovan

- Commercial Consultant

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.



Topics

1. Pricing, Segmentation & Forecasting

Date: Thursday, 14 March

{Morning - Online}

Time: 10am - 12.30pm

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, 21 March

{Morning - Online}

Time: 10am - 12.30pm

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, 28 March

{Morning - Online}

Time: 10am - 12.30pm

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

The format is **10am - 12.30pm** (Online)

Fee

The fee is subsidised by the IHF Skillnet

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

Booking

Places are limited to 20 people

Apply now by emailing Dervla O'Neill at oneilld@ihf.ie

or call **086 083 6626** for more information



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An Roinn Breisoideachais agus Ardoideachais,
Taighde, Nuálaíochta agus Eolaíochta
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