



Professional course:
**Revenue Management: Maximizing
Revenue for Hospitality
Businesses**



Validated by the Industry Advisory Council (IAC). Members include:

Google



Microsoft

Welcome

The evolution of internet technology continues to change the way we work, live, consume and communicate. In addition, new technologies and best practices are transforming the way Hospitality organisations and consumers engage with each other.

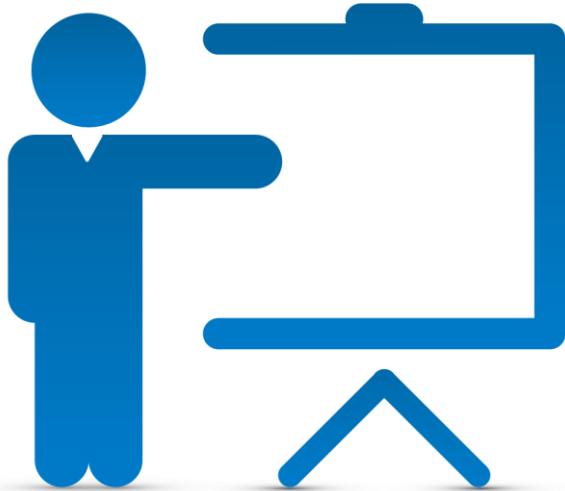
We understand that advancing and progressing your future career, acquiring new customers over the internet and maximizing the revenue of your hospitality business is both important to you and the Hospitality Industry. Now, you can effectively strategize and apply those revenue management skills and techniques that can affect your performance within the Hotel & Tourism Sector.

A Revenue Manager faces the daily challenge of evaluating a lot of historical, current, and future data and making the best decisions about the target market and the mix of channels it will use to maximize hotel revenue. Therefore, it is crucial for such a professional to have the required experience but also to have specialized training to be a member of the elite professionals in the hotel industry.

Revenue Management is currently considered worldwide as the most important professional specialty for effective hotel management. It indicates that you have a position among the best in your profession, and you are aware of current trends in the hospitality industry. Serves as a lever in current and future career opportunities.

Designed by DMH Academy and local experts specialized within the Hospitality context, this innovative course applies to either experienced industry professionals or emerging ones who want to grow a successful career in the world of Revenue Management in the Hotel & Tourism sector.





Program Overview



Who is this **Specialized** Course for?

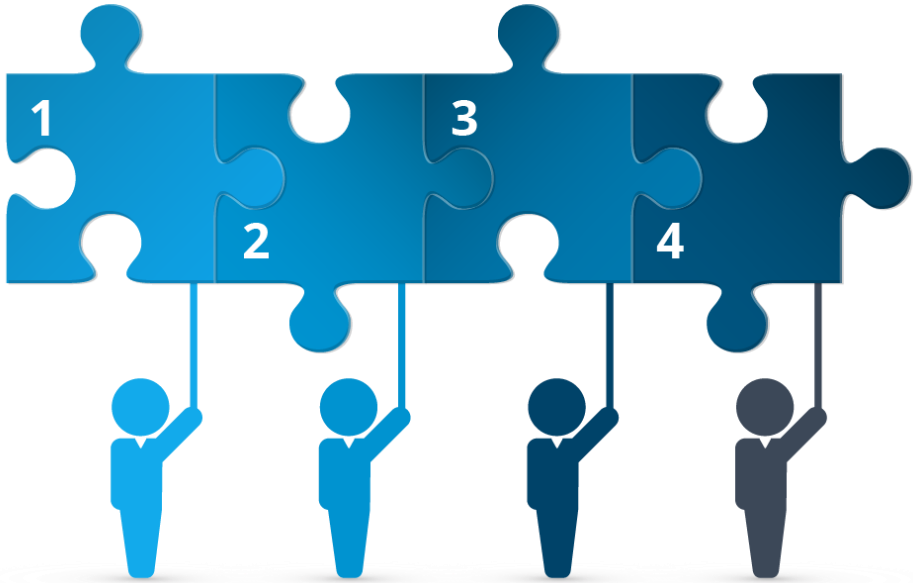
- Senior Management & Hospitality Entrepreneurs
- Sales Executives in Hotels
- Digital Marketing Professionals
- Executives working for Online Travel Agencies (OTAs)
- Hospitality Management and Sales Companies
- (Airbnb) home share accommodation Owners & Managers
- Recent Graduates
- Anyone responsible for developing and/or implementing a sales strategy for their Hospitality organization
- Anyone looking to pursue a new career in the hotel sector seeking new opportunities by enhancing their knowledge in the technical maximization of a hotel revenue.

This program will empower you to maximize the impact of your Revenue Management performance through powerful digital tools and skills used in the Hotel & Tourism sector.

Takeaways for you!

- Be informed on industry trends and best practices in Revenue Management.
- Understand the key concepts of Revenue Management in the hospitality context and evaluate its role in your organization.
- Apply the strategic practices of hotel revenue management to increase revenue.
- Explain the role of forecasting in hotel revenue management and being able to measure its accuracy.
- Be able to establish or recommend room rates that maximize profitability and approaches to making price more variable.
- Analyze the implications to revenue management of using various distribution channels
- Set appropriate rate fences to create appropriate customer segments and manage potential customer issues associated with overbooking
- Create strategies to make group-management decisions that maximize revenue.
- Refine the practice of hotel revenue management so it can be applied to additional areas of the hotel.
- Develop a functional revenue management plan, from gathering baseline data to monitoring post-implementation results.





Program delivery - **learning**
outcomes & Topics



Specialized Course (18h)

Revenue Management: Maximizing Revenue in Hotels

- You will Understand what Revenue Management is and its today's Challenges in the Hotel Sector and explain performance measurements related to hotel revenue management.
- Explore the several marketing concepts that play a significant role in strategic revenue management for hotels.
- Understand the aspects of differentiation that generate demand, to explain how revenue management relies on effective demand analysis & forecasting and how strategic pricing decisions are affected in hospitality.
- The role of distribution channels in the revenue management performance.
- Through this module you will become familiar with a pioneering Revenue Management System (RMS) and its contribution in Tactical and Strategic pricing for Hotels.

Topics covered include:

Hotel Revenue Management and Challenges

- What is Hotel revenue Management
- How to go from Tactical to Strategic and Total Revenue Management
- Forecasting & Tactical Revenue Management
- Strategic Revenue Management & Yielding

How to Sell More Rooms at the Right Rate

- Which are the Important Elements of a Hotel Room Pricing Strategy
- Control and Capacity Management
- Internal & External Measurement Metrics
- Actual Revenue
- Occupancy Percentage
- Average Daily Rate / RevPAR
- Contribution Margin (Net Revenue)
- Competitive Set / Market Share
- The Use of Big Data and Market Intelligence

Off and Online Marketing Strategies for Revenue Management

- Demand Generation Strategies
- Differentiation elements
- Guest Segment-Based pricing
- Market Targeting - Market Positioning
- Budgeting & online sales
- Customer Relationship Management
- Market Mix Management

Distribution Channel Management for effective Revenue Management

- Property Distribution Channels
- Effective PMS Usage
- GDS Channel / Internet Channels
- Tackle the Power of Mobile

Instructor Led Classroom & Online Mode

Supporting your
learning **journey...**

- This ensures you can learn in a **classroom or an online based** setting from anywhere in the world, where the experience stays consistent and high quality for everyone.
- **18 Diversified teaching hours delivered** through a blend of group workshops, videos lectures, case studies and exercises from experts with both theoretical and real-life experience of Revenue Management in the Travel & Tourism Industry.
- **Language:** All lectures are conducted through a blend of Greek and English terminology, with English presentations.
- Lecture notes, articles and case studies are provided. It covers all the fields and practices of Revenue Management and allows participants to evaluate their **knowledge and experience**.
- Upon completion of the specialized course, participants will receive a certificate of participation & completion from the Digital Marketing Academy for Hospitality (**DMAH**).
- For those that complete the course and wish to continue their professional development and enrol on the CDMP/H course of DMI will be able to transfer credits and be exempted of the relevant modules. As a result, faster completion and **reduced tuition fee**.
- Your **Program Manager** is available to support you during your studies and assist with any administrative issues.

Subject Matter Experts

- Delivered by industry leading experts, this specialized course will introduce you to the most relevant aspects of Revenue Management in the Hotel Sector.
- Our specialist team work closely with leading industry experts to create, review and update the learning outcomes on a regular basis. This ensures that what you learn is instantly applicable and aligned to the needs of your role and business.
- Subject Matter Experts collaborate on the design and development of program materials, so your learning is shaped by their practical experience, expert insight and case studies.
- Industry experts will be joining our classes as guest speakers to share real-time Hospitality examples and best practices.

Online Mode

Tuition Fees

Tuition Fees & Discount Rates:

Offers	Rates (per person)
Rack Rate (registrations up to 06/11/2020) Deposit: 30%	360€
Early Bird (registrations up to 23/10/2020) Deposit: 30%	290€

(Applies only to Rack rate fees)

- For 2+ participants from the same Company 20% DR
- For Nelios corporate members & clients 15% DR
- For Graduates of Smart Hospitality Center & StudySmart Professional Courses 15% DR
- For Students and Unemployed 20% DR
- Payment methods: Cash - Wire Transfers - Credit Card up to 6 interest free instalments
- Payment methods also available to view in our application form: <http://bit.ly/2Vc4VAk>
- The course is subject to the LAEK 0.24 subsidy for businesses. Those interested in the online courses must submit the application for inclusion in the information system of LAEK 0.24, 20 calendar days before the start of the program.

Course | General Information:

Total 4 Days: Monday to Friday 18:00-20:100 or 22:00 | Saturday 10:00-13:00

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w: <https://www.dmh.academy/>

Revenue Management: Maximizing Revenue

In Hotels

Online Mode (18h)

9th of Nov 2020



Digital Marketing Hospitality



Date & Duration (with the corresponding breaks for online delivery) Total 18h	Topic	Location
09 Nov 2020 (3h) 18:00 – 21:00	Revenue Management: Maximizing Revenue in Hotels	StudySmart DMAH / Online Mode
10 Nov 2020 (3h) 18:00 – 21:00	Revenue Management: Maximizing Revenue in Hotels	StudySmart DMAH / Online Mode
11 Nov 2020 (3h) 18:00 – 21:00	Revenue Management: Maximizing Revenue in Hotels	StudySmart DMAH / Online Mode
12 Nov 2020 (3h) 18:00 – 21:00	Revenue Management: Maximizing Revenue in Hotels	StudySmart DMAH / Online Mode
13 Nov 2020 (3h) 18:00 – 21:00	Revenue Management: Maximizing Revenue in Hotels	StudySmart DMAH / Online Mode
14 Nov 2020 (3h) 11:00 – 14:00	Revenue Management: Maximizing Revenue in Hotels	StudySmart DMAH / Online Mode



Becoming a Revenue Management Specialist in Hospitality will ensure you are equipped with the tools and skills needed to create a cohesive and effective Revenue Management strategy across the Hospitality industry.

DMH

Vendors

Designed & Powered by:

The logo for StudySmart, featuring a small icon of a book with a checkmark on the left, followed by the text "StudySmart" in a sans-serif font.The logo for HELIOS, featuring a stylized sun icon composed of two overlapping gray shapes above the word "HELIOS" in a bold, black, sans-serif font.

Let's get Smarter!

Let's Get Qualified



 **Smart**·HospitalityCenter
HOSPITALITY • EDUCATION • CERTIFICATIONS

 **StudySmart**[®]



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**Smart Hospitality Center
Hospitality Management & Performance Operations
(HMPO®)
Timetable & Lecture Topics
Online Zoom Platform & Classroom based
Oct - Nov 2020**

 **StudySmart**®

Let's get Smarter!

DATE	Module	Topics Delivered	Time / Location	Instructor
Oct – Nov 2020 TBC	Hospitality Management & Performance Operations	The Leadership and Management Process in Hotels / Skills for Effective leaders / Time Management – Managing change	18:15 – 21:00 / StudySmart Marousi	Costas Chandrinos
Oct – Nov 2020 TBC	Hospitality Management & Performance Operations	Effective Recruitment and Selection Procedures / Training and Orientation / the communication process in hotels	18:15 – 21:00 / StudySmart Marousi	Costas Chandrinos
Oct – Nov 2020 TBC	Hospitality Management & Performance Operations	Managing Productivity and Controlling Labour Costs in hotels	18:15 – 21:00 / StudySmart Marousi	Costas Chandrinos
Oct – Nov 2020 TBC	Hospitality Management & Performance Operations	Motivating people Through effective Leadership	18:15 – 21:00 / StudySmart Marousi	Costas Chandrinos
Oct – Nov 2020 TBC	Hospitality Management & Performance Operations	Evaluating and coaching staff members in Hotels/ Developing Team Building / Managing Conflict throughout hotels	10 15 - 17 :00 / StudySmart Marousi Including 1 hour lunch break	Costas Chandrinos



 **Smart**·HospitalityCenter
HOSPITALITY • EDUCATION • CERTIFICATIONS

Smart Hospitality Center
Guest Service Professional - Handling Complains & Crisis
(GSP®)
Timetable & Lecture Topics
Online Zoom Platform & Classroom based
Oct - Nov 2020

 **StudySmart**®

Let's get Smarter!

DATE	Module	Topics delivered	Time / Location	Instructor
Oct – Nov 2020 TBC	Guest Service Professional Handling Complains & Crisis	Introduction explain the conceptual framework. Recovery: Turn the service gap around Personalization: Provide an Individualized Experience Inclusion: Include Everyone in the process	TBC StudySmart / Marousi	Spiros Kotoris
Oct – Nov 2020 TBC	Guest Service Professional Handling Complains & Crisis	Knowledge: apply and integrate throughout the task. Passion: Inspire Others Commitment: Be All In show your involvement.	TBC StudySmart / Marousi	Spiros Kotoris
Oct – Nov 2020 TBC	Guest Service Professional Handling Complains & Crisis	Willingness to get through Personality: Be Yourself Address customer complaints quickly. Service recovery is the last line of defence to your customer satisfaction	TBC StudySmart / Marousi Including 1-hour lunch break	Spiros Kotoris



 **Smart**·HospitalityCenter
HOSPITALITY • EDUCATION • CERTIFICATIONS

**Smart Hospitality Center
Managing Front Office Operations (MFO®)
Timetable & Lecture Topics
Online Zoom Platform & Classroom based
Oct - Nov 2020**

DATE	Module	Topics Delivered	Time / Location	Instructor
Oct – Nov 2020 TBC	Managing Front Office Operations	Introduction to Hotel Organization & Planning the HR process for the Front Office	18:15 – 21:00 / StudySmart Marousi	Philipos Zambelis
Oct – Nov 2020 TBC	Managing Front Office Operations	Front office operations – reservations & communication interdependence	18:15 – 21:00 / StudySmart Marousi	Philipos Zambelis
Oct – Nov 2020 TBC	Managing Front Office Operations	Front office accounting & audit process - effective accounts settlement	18:15 – 21:00 / StudySmart Marousi	Philipos Zambelis
Oct – Nov 2020 TBC	Managing Front Office Operations	Planning & evaluating Front Office Operations / training on the PMS system OPERA / FIDELIO	18:15 – 21:00 / StudySmart Marousi	Philipos Zambelis
Oct – Nov 2020 TBC	Managing Front Office Operations	Planning & evaluating Front Office Operations / training on the PMS system OPERA / FIDELIO	10 15 - 19 :00 / StudySmart Marousi Including 1 hour lunch break	Philipos Zambelis



 **Smart·HospitalityCenter**
HOSPITALITY • EDUCATION • CERTIFICATIONS

Smart Hospitality Center
Managing Food & Beverage Operations (MFBO®)
Timetable & Lecture Topics
Online Zoom Platform & Classroom based
Oct - Nov 2020

 **StudySmart®**

Let's get Smarter!

DATE	Module	Topics Delivered	Time / Location	Instructor
Oct – Nov 2020 TBC	Managing Food & Beverage Operations	Fundamentals of Management / Organization of F&B Operations	18:15 – 21:00 / StudySmart Marousi	Andreas Toumazatos
Oct – Nov 2020 TBC	Managing Food & Beverage Operations	F&B strategies HR Development / Restaurant Themes and trends / F&B controlling and Menu engineering	18:15 – 21:00 / StudySmart Marousi	Andreas Toumazatos
Oct – Nov 2020 TBC	Managing Food & Beverage Operations	Marketing for F&B establishments Menu design / Managing Food Costs	18:15 – 21:00 / StudySmart Marousi	Andreas Toumazatos
Oct – Nov 2020 TBC	Managing Food & Beverage Operations	F&B Productions and controlling procedures Menu Pricing Strategies	18:15 – 21:00 / StudySmart Marousi	Andreas Toumazatos
Oct – Nov 2020 TBC	Managing Food & Beverage Operations	Food and Beverage Service techniques and practices - Facilities & Design, Layout, and Equipment planning for F&B properties.	10:15 – 18:00 / StudySmart Marousi Including 1-hour lunch break	Andreas Toumazatos