

Mandy Jennings – PAJE Consultancy Ltd



Mandy offers over 25 years sales & marketing experience in hotel and conference centres including senior sales positions with Thistle, Forte & Le Meridien and Marriott Hotels. In particular she offers her extensive knowledge gained as Group Sales Director for the De Vere Group and Principal Hayley Hotels and Conference Centres.

Mandy set up her own company, Paje Consultancy over 8 years ago which now is a successful and well-respected business, and she is delighted to be working in partnership with Venues of Excellence in the position of Executive Director and as a member of the Board of Directors.

Mandy is delighted to be working in partnership with a group of highly skilled trainers who offer current and relevant training programmes and most importantly trainers who are all specialists in our wonderful hospitality industry! Her daily mantra which you will often hear her saying *“Living the dream”*.

MEET OUR SPECIALIST HOSPITALITY INDUSTRY TRAINERS

James Lee – James Lee & Associates



Passionate about the hospitality industry, a qualified trainer with the Chartered Institute of Personnel and Development and over 25 years of "doing it, living it and breathing it" and over 12 years' experience at Maxima Training. If you need business or people support, look no further! A dedicated consultant and trainer to help you achieve your business ambitions...

Melanie Cash – Melanie Cash Associates



Melanie Cash has over 20 years' experience in the hotel and hospitality industry, working for international brands including Marriott International and Hilton Hotels. Holding senior positions across sales, marketing, and training departments she had the perfect platform from which to launch her own consultancy and training business in 2004. Melanie and her team of associates have successfully delivered a range of training and consultancy services across many independent venues and established brands.

Jim Cockell – RM Hospitality



Experience Hotelier, Revenue Management & Pricing Consultant Jim is passionate about commercial revenue generation for all types of leisure, retail, transport and hospitality businesses. He has a strong understanding of process, project management and technology that enable businesses to achieve targets faster and more efficiently. Owner of The Old Stocks Inn, Managing Director of RM Hospitality and Revenue Management Training Consultant.

Caroline Cockell – Imbue Marketing



Managing Director and Chartered Marketer, Caroline has a solid background in industry specific sectors including roles with Interstate Europe Hotels & Resorts and National Express. Now running her own Marketing Consultancy, Caroline specialises in a hands-on approach to training in this specific area and will be facilitating courses including Digital Marketing Strategies, Email Marketing and Practical Digital Marketing Solutions

Janet Bebb – Social Progress



Janet is a specialist Social Media Trainer voted as one of the UK's Top 50 Business Advisers. Having previously worked for Business Link as a Business Adviser and coming from a strong customer service-based background, Janet definitely knows what she's talking about when it comes to business and social media! Janet has delivered social media training all across the UK and helped individuals (and teams of employees) get to grips with social media for their business. Training covers Facebook, Twitter, LinkedIn, Google Plus, Pinterest, Instagram, blogging, Social Media Strategy and more...

Patricia Griffin – Lightbulb Consulting



Co-Founder of Lightbulb Consulting, Patricia is a Senior Business and Commercial Consultant, specialising in Revenue Management and Team Development with over 18 years commercial experience in Revenue Management, Engineering, Board Advisor and Training and Development.

Patricia has truly robust multi-industry experience including Airline, Coach, Train, Hotels, UK&I Leisure, Sports Venues and Universities and specialises in translating the big picture into tangible, deliverable and measurable results.

Patrick Wimble- Lightbulb Consulting



With over 20 years' experience in hotel operations, revenue management systems providers, and sales, marketing, and distribution functions Patrick now runs Lightbulb Consulting with Patricia. He has a proven track record for developing high performance teams across various disciplines in the hospitality sector and is an Associate Lecturer at Oxford Brookes University - Masters programme in Hospitality Management. An expert in maximising hospitality revenues, Patricks core skills include developing and implementing organisational change management programmes and regional commercial strategies.

Nicola Jenkinson – PAJE Consultancy Ltd



Nicola has worked with Mandy Jennings and Paje Consultancy Ltd since the company was formed plus she is the Senior Business Development Manager for Venues of Excellence. Having previously worked in senior sales roles for Principal Hotels, Handpicked Hotels, Arcadian and Forte Heritage. She was Head of Sales Development for DeVere Hotels. Nicola is very tenacious and knows exactly how to convert enquiries– she is a force to be reckoned with and will sharing her top tips for successful sales in the conference market.

Christine Page – Oomph Sales & Marketing



Christine has over 30 years' experience within the hospitality industry including groups such as Sheraton, Hilton International and Virgin Management. Christine then developed her career within independent venues and latterly large conference and academic venues. Managing teams of up to 15, she understands the importance of translating the financial budget to creative sales and marketing strategies and most importantly creating a team who are focussed to deliver.

Helen Cuddy – Yellow Dog Consultancy Ltd



Helen has had a long career in sales and launched into the MICE Industry over 10 years ago working originally in agencies including Zibrant and Ashfield Meetings & Events then moving to venues to experience the contrasts within this environment finally leading a pro-active team at Imago Venues. Having an overview of both worlds and with her strong business background gives Helen a unique perspective of the MICE Industry.

Rachael Bartlett – Rachael Bartlett Associates



Rachael has been a sales, marketing, and business development professional for 23 years, driving business expansion through strategic sales initiatives to deliver revenue growth, market share and market penetration. Driving unprecedented revenue and profitability gains within the higher education and hotel/conference industry.

LEARNING & DEVELOPMENT COURSES

2018 CALENDAR

Course Title	Trainer	Date	Venue
Digital Marketing Strategy	Caroline Cockell	11 Sept	Silverstone Circuit
Framework for Professional Selling	James Lee	14 Sept	Henley Conferences
Crucial Commercial Skills	Patricia Griffin	20-21 Sept	TBA
Delivering Customer Service Excellence	James Lee	1 Oct	Cumberland Lodge
What is your Value Proposition?	Jim Cockell & Mandy Jennings	2 Oct	Alton Towers Resort
Enquiry Handling Excellence	Melanie Cash	4 Oct	Conference Aston
Social Media Skills	Janet Bebb	5 Oct	IMAGO Venues
Account Development in Action	James Lee	25 Oct	CEME Conference Centre
Financially Rewarding Sales & Marketing Plans	Christine Page	29-30 Oct	Leicester Conferences
Creating an Award-Winning Customer Journey	Melanie Cash & Helen Cuddy	1 Nov	Lancaster University
Operating in a University Landscape	James Lee & Rachel Bartlett	16 Nov	Imperial College London

Digital Marketing Strategy

Target Audience

Sales Teams, Marketing Teams and General Managers

Description

This course is suited anyone wanting to be able to develop an effective digital marketing strategy for their organisation

Course Content

In this course, we will explore how to develop an effective digital marketing strategy within an organisation. The course will take into consideration user journeys, understanding your audience, digital marketing channels and measurement.

- Digital Strategy – what is it and why we need it
- Understanding your audience – how to develop personas and understand the user journey
- Digital Marketing channels overview
- Analytics and measurement – using analytics to monitor and optimise performance
- Development of a strategy – step by step

Learning outcomes

- Identify your online journey, be able to map this journey and understand the touchpoints
- Build audience personas that will enable you to better meet your online objectives
- Understand the tactical uses for a variety of digital marketing channels and how they fit into your strategy
- Understand how to measure and analyse performance of your digital marketing activity including setting up campaign tracking
- Develop and build a digital marketing strategy to meet your objectives using a tried and tested strategic model

Business Benefits

Organisations will benefit from a better understanding of a strategic approach to digital marketing as well as the tactical use of digital channels in support of the strategy, leading to a better return on digital marketing investment. The course will culminate in the building of a strategy to take away and develop further, along with knowledge of analytics to measure effectiveness.

Facilitator

Caroline Cockell

Venue

Silverstone Circuit

Date

Tuesday 11th September 2018

Framework for Professional Selling

Target Audience

Conference Sales Teams, Sales Executives and Sales Managers

Description

Learn how to plan, maximise your selling time, prepare and manage the meeting effectively. This course is designed to enable sales people, conference and event managers, business development managers and senior managers at all levels, achieve more profitable results from their face-to-face meetings and networking opportunities

Course objectives

- Provide people with a structured approach to how they sell
- Identify what differentiates successful sales people
- Understand how planning and preparation can make the real difference
- Equipping delegates with selling top tips

Course content

- What is sales and why do some people shy away from it?
- Why communication skills are an essential part of the sales process?
- What structure to employ and why this is important
- The essential selling framework
- Body language and interpersonal skills
- Having a goal, whilst being adaptable
- Achieving results that you noticed
- Relationship development is what counts

Facilitator

James Lee

Venue

Henley Conferences

Date

Friday 14th September 2018

Crucial Commercial Skills

Target Audience

Revenue & Finance Managers, General Managers, Senior Management Team, Head of Sales & Marketing and Operations Directors

Course Content

“As for the future, your task is not to foresee it, but to enable it.....”

Today’s business leaders work in increasingly complex environments, required to understand and balance the perspectives of an unprecedented variety of areas of expertise. This engaging and informative course is designed to enable hospitality leaders to explore and develop a vital tool box of skills and capabilities to lead their organisation in managing, marketing and selling their business.

During the two-day training we will cover:

- Business positioning - understanding your unique selling points and how to create a solid business positioning model around them.
- Determining your most profitable business
- Strategic Business Planning
- Building a coaching and mentoring culture in your organisation
- Operational excellence - bringing it to life across the business
- Revenue Management for leaders. An overview of core revenue management skills and the key questions to ask your revenue leader daily

Facilitator

Patricia Griffin

Venue

TBA

Date

Thursday 20 & Friday 21 September 2018

Delivering Consistent Customer Service Excellence

Target Audience

Sales Teams, Conference Office Staff, Operations, Front of House, Food and Beverage, General Managers and Heads of Department

Description

Perfect for all customer facing team members who interact with customers, including business leaders who want to enhance their service standards, increase their revenue and improve their service delivery

Course objectives

Enabling delegates to identify what customer service excellence is?
Enabling delegates to drive sales through service excellence
Equipping delegates to improve feedback from consistent customer service

Course content

- Putting yourself in your customer's shoes
- The power of anticipation
- Why engagement is critical?
- How body language impacts the customer journey?
- Service that Sells!
- Achieving consistency and why this is important
- Feedback is King!

Facilitator

James Lee

Venue

Cumberland Lodge

Date

Monday 1st October 2018

What is your Value Proposition?

Target Audience

Sales and Conference Managers, Marketing Teams and Operations/General Managers

Description

This course is suited anyone wanting to be able to develop a clear plan for differentiating their product and how to use their unique selling proposition to their commercial advantage.

Course Content

In this course, we will explore how to develop an understanding on how to differentiate their product and how to use their unique selling approaches to their commercial advantage.

- The course will take into consideration customer journeys and understanding your audience better
- How easy is it to predict the future?
- Trends in the conference and event market
- Changing customers and what they want from the conference market.
- How to identify your venue USPs and how to promote them
- What's in for the customer – making it personal
- Keeping an eye on the competition
- The importance of the shop window on price and value
- What is your plan for success
- Key takeaways

Learning outcomes

- How to identify growing trends and act on them
- Identify your USPs and use to your advantage to satisfy the customer needs
- Build your customer base and retain the current ones by being ahead of the game
- Understand pricing for your venue and how to keep an eye on competitors
- Understand how to measure success
- Develop and build a plan to differentiate your venue

Business Benefits

Organisations will benefit from a better understanding of a strategic approach to differentiating their product, understanding their unique selling opportunities. The course will culminate in the building of a strategy and plan to take away and develop further, along with knowledge of how to measure effectiveness.

Facilitators

Jim Cockell & Mandy Jennings

Venue

Alton Towers Hotel & Resort

Date

Tuesday 2nd October 2018

Enquiry Handling Excellence & Driving Conversion

Overview

Designed to cover all aspects of the enquiry handling process, to build an efficient and professional approach and develop the confidence to win more business.

Target Audience

Suitable for all team members handling events, reservations, golf and spa calls and responsible for converting enquiries into confirmed business.

Content

- Understanding the concept of "Consultative Selling"
- Communication skills to develop better rapport
- Positive re-framing to develop a "can do" approach
- Questioning and listening skills
- Selling against the competition
- Identifying buying signals
- Closing the sale & agreeing next steps
- Handling objections & queries
- Effective follow-up and chase calls

Facilitator

Melanie Cash

Venue

Conference Aston

Date

Thursday 4th October 2018

Social Media Skills

Target Audience

This course is suited to all

Course Content

In today's world social media is a must for any business in order to reach a wider audience and have a bigger voice. If you can encourage your customers to become your advocates you'll achieve higher growth and increased revenue. But how do you achieve this through social media? This full day workshop will show you how to leverage LinkedIn & Twitter to build an online network referring people to your venue and events.

Learning Outcomes

- Reaching a wider audience through LinkedIn & Twitter
 - The importance of the right set up, visuals & photo
 - LinkedIn & Twitter profile impact and optimization, so others can find & engage with you easily
 - Building & managing your connections
 - Market research – know more about competitors
 - How to use status updates, searches and filter functions
 - Improving your status updates and sharing / Netiquette
 - Group, Lists & segmenting
 - Using direct messages & invitations more effectively including managing introductions and requests
 - Marketing strategy & content creation
 - Discuss and explore how to use LinkedIn & Twitter within a professional context
 - How to plan and execute online social media campaigns
 - Create a Twitter Bio, header & background theme - Learn how to find & follow on Twitter
 - Twitter functions – @, Hashtags, the difference between a reply, mention and RT (re-tweets)
 - How your Tweet impacts who sees the message - How to capture and maintain followers
 - Learn how to find out what is 'trending' in your location on Twitter, explore dashboards and Twitter tools
 - Explore how to organize a #tag for an event, conference
 - What is a Twitter Wall and how to capitalise on this during an event
 - Getting quality recommendations and Managing your corporate reputation
 - Measuring your impact
- Business Benefits:**
- Organisations will benefit from a greater return from their marketing campaigns and be reassured they are following best practice and industry guidelines
 - Increase media interest and brand awareness, enhance customer support
 - Raise the profile of the business
 - You will leave with practical knowledge and tools that will allow you to implement or manage LinkedIn and Twitter as part of your digital campaigns
 - Become a personable business
 - Reach out to new audiences, customers and partners
 - Facilitate the cultural change to become a business that is proactive in its marketing approach

Facilitator

Janet Bebb

Venue

IMAGO Venues

Date

Friday 5 October 2018

Account Development in Action

Target Audience

Sales Managers, Account Managers and Director of Sales

Description

This programme helps develop a proactive approach to account develop using tried and tested structure and process. It will introduce best practice to assess account potential, setting goals and designing strategies to develop client relationships and deliver great results

Course objectives

- Provide people with a structured approach to account management
- Provide a tested model for account development
- Enable participants to actively work on their own accounts
- Equip delegates with the ability to drive revenue from their accounts

Course content

- What is account management and development?
- How do we grow our accounts?
- Identifying a structure for account development
- Why account development is the best form of selling and business growth?
- Practical account development
- Time and resource management
- Getting results and developing relationships

Facilitator

James Lee

Venue

CEME Conference Centre

Date

Thursday 25th October 2018

Creating Financially Rewarding Sales & Marketing Plans

Target Audience

Sales & Marketing Managers, all Sales & Marketing team members

Course Content

In a highly competitive market, businesses need to make use of every possible marketing stream in order to be seen in among their competitors. This course will explain how your sales strategies, marketing plans, PR activities and digital communications all strengthen your venue in the marketplace

Key topics covered include

- Understanding your target markets
- Building budgets to deliver from your target audience
- Creating innovative and functional sales strategies for team members
- Creating an effective digital marketing strategy to complement your traditional marketing activities
- Realising financial performance through strategic planning
- Social Media – how to set up and manage various platforms
- Traditional media – how this still plays a role in the digital world
- How to align all your strategies and unify your messages to maximise their impact
- Digital marketing – how it works and why you need it

This is a two-day training course

Facilitator

Christine Page

Venue

Leicester Conferences

Date

Monday 29th & Tuesday 30th October 2018

Creating an Award-Winning Customer Journey

Overview

Have you seen your venue through the 'customers eyes', have you stepped into their shoes?

This training has been designed to challenge and innovate all aspects of the Customers Journey, from initial enquiry through to delivery and beyond, building a positive, successful and most importantly, truly memorable event.

Target Audience

Suitable for all team members in sales, event handling, reservations, front of house and any team member responsible for guest/delegate relations.

Course Content

- Understanding the customer – what do they really need
- The customers objectives vs the venues objectives explained
- Body Language - how to better understand it and make important changes or adjustments?
- Positive re-framing to develop a “can do” approach
- Communication skills and building the relationship
- Key details and how to extract them
- Gaining customer confidence and trust
- Overcoming the bumps and pot holes
- What exactly is “going the extra mile?”
- Securing 'Lifetime Value'

Facilitators

Melanie Cash & Helen Cuddy

Venue

Lancaster University

Date

Thursday 1 November 2018

Operating in a University Landscape

Target Audience

All academic venues – particularly sales, business development & revenue departments

Course objectives

- Discuss the challenges around being both commercial and academic
- Share experiences of these challenges and discover ways of overcoming them
- Share best practice methods of improving internal relations
- How best to manage expectations of both academics and commercial leaders?

Course content

An interactive, facilitation lead workshop to share experiences on the challenges of being commercial in an academic world.

- How to manage internal business
- How to manage expectations of both commercial leaders and academics
- How to communicate internally to get to the right decision
- How to attract investment to grow and develop
- Why there is opportunity in the events market for academic venues
- How to sell and market yourself

Facilitators

James Lee & Rachel Bartlett

Venue

Imperial College London

Date

Friday 16th November 2018

Course Fees

Venues of Excellence members benefit from a reduced rate of £195.00 + VAT per delegate, per day

(This rate is reduced from the published rate of £245.00 + VAT)

In return for hosting a training course, the venue will receive 2 free delegate training spaces per course

For bookings you can request an invoice or pay via Eventbrite on a credit card – details on the Venues of Excellence website <https://www.venuesofexcellence.co.uk/members-area/learning-and-development-academy-2/>

*****Venues of Excellence Member Discount offer*****

For any new booking received from 22 June 2018 through until the end of the year:

BOOK ANY 3 TRAINING PLACES – RECEIVE A FOURTH PLACE FREE OF CHARGE*

(*Free place must be redeemed and used by 31 December 2018)

Bespoke Training

Specialist training courses can be created to suit your specific venue needs on an individual venue by venue basis.

A **10% discount** on all bespoke training packages will be valid through until 31st December 2018.

For all Learning & Development enquiries and bookings please contact:

Michelle Boyt

Membership Manager for Venues of Excellence

Telephone: 0345 230 1414

Mobile: 07962 154896

Email: michelleboyt@venuesofexcellence.co.uk

Website: <https://www.venuesofexcellence.co.uk/members-area/learning-and-development-academy-2/>

Follow us on Twitter www.twitter.com/VenExcellence

Other Courses Previously Operated

Practical Digital Marketing

Email Marketing

Dynamic Presentation Skills

Team Leadership and Effectiveness

Winning Business and Working with Conference Agents

Revenue Management Excellence in Conference and Events

Motivating Teams and Driving a Sales Culture

Excellence in Enquiry Handling & Converting Business

Excellence in Researching and Developing Your New Business Pipeline

Create Financially Rewarding Sales and Marketing Plans

Revenue Management Excellence for the Conference Market Social Media Training

Winning Business through Venue Showround Excellence

How to get Excellent results from Research and Telesales

Enquiry Handling Workshop for KX Users

Revenue Management Excellence for the Conference Market

Conference and Event Enquiry Handling Excellence

The Insider's Guide to Agencies and Sharpened Positions

GDPR Data Protection Update