

## Two Day Professional Development Programme on E-Marketing & Hotel Revenue Management

On 16<sup>th</sup> and 17<sup>th</sup> February 2012

### Description

Hotel Managers must resort to strategic decisions to increase occupancy levels, maximize yield and revenues for their properties from the inventory of rooms.

Applying tried and tested scientific processes to such decision-making can enhance competitive business advantage.

This Intensive Professional Development Programme “**E-Marketing & Hotel Revenue Management**” will provide a holistic view of the application of revenue management concepts and practices to hospitality professionals.

The content focuses on several high-impact drivers for maximizing revenue.

- a. Forecasting and Availability controls
- b. Pricing and Distribution Channel Management
- c. Overbooking – The Painless Binomial
- d. E-Marketing – Channel Management, Booking Engine, Web design, SEO etc.,
- e. Overview of Revenue Management Software
- f. Current Industry Practices

### Coverage

#### The Methodology

- Interactive Sessions explaining the Concepts of Revenue Management.
- Classroom exercises.
- Real life Case Studies
- Advanced Excel Skills Demonstration and Practice worksheets at the resource centre.

### For Whom

The Professional Development Programme is designed for Front Office and Sales Personnel, Hospitality Educators and other hotel professionals responsible for the financial performance of their organisations.



**The Facilitator:**

This Programme has been designed and will be conducted by:

**Mr. Shirish Bokde**, Associate Professor at the Apeejay Institute of Hospitality, Navi Mumbai.

Mr. Bokde is an alumni of IHM, Mumbai and has also completed his Post Graduate Diploma in Hotel Administration from the same institute. He also attended Professional Development workshops in Hotel Revenue Management and Strategic Hospitality Management from Cornell University, USA in the Summer of 2008.

**Venue:** Apeejay Institute of Hospitality, No. 1, Sector 10, CBD Belapur, Navi Mumbai - 400614

**Participation Fees:**

	<b>Non Residential</b>	<b>Residential</b>
Fees (Rs.)	5,500.00	9,999.00
Inclusions	Participation fees, taxes and course material Lunch and tea/coffee	Accommodation and breakfast at The Park, Navi Mumbai (a five star luxury boutique hotel) for 2 nights on a twin sharing basis. Participation fees, taxes and course material Lunch and tea/coffee
Payable to	Apeejay Institute of Hospitality – PDP A/c	Apeejay Institute of Hospitality – PDP A/c for Rs. 5,499.00 New Bombay Park Hotels Pvt Ltd A/c for Rs. 4,500.00

The fees are non-refundable / non-adjustable against any other programme conducted by us, but change in nomination(s) is accepted.

**Registration:** Prior registration for participation by the sponsoring institutions is necessary. Number of admissions will be limited to 03 per institution.

Certificate of Participation will be given to all participants.

**Nominations & Enquiries:** Apeejay Institute of Hospitality, No. 1, Sector 10, CBD Belapur, Navi Mumbai – 400614.  
Tel : 022 2758 9000 / 6758 9000. E-mail : connect@aih.edu.in

## PDP Registration Form

To,  
The Principal,  
Apeejay Institute of Hospitality,  
No.1, Sector 10,  
CBD Belapur,  
Navi Mumbai – 400614.

Dear Sir,

We nominate the following to attend the two day Professional Development Programme on **“E-Marketing & Hotel Revenue Management”**.

	Name	Designation
1		
2		
3		

Our Cheque / Demand Draft dated \_\_\_\_\_ No. \_\_\_\_\_ for Rs. \_\_\_\_\_ drawn in favour of “Apeejay Institute of Hospitality – PDP A/c” is enclosed.

Our Cheque / Demand Draft dated \_\_\_\_\_ No. \_\_\_\_\_ for Rs. \_\_\_\_\_ drawn in favour of “New Bombay Park Hotels Pvt Ltd A/c.” is enclosed.

Name: \_\_\_\_\_ Designation: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Signature & Stamp of the Nominating Authority: \_\_\_\_\_

Participation fee is non – refundable / non-adjustable against any other programme conducted by the Apeejay Institute of Hospitality. However change in nomination(s) is accepted

Kindly post all cheques / demand drafts to the following address: Apeejay Institute of Hospitality, No.1, Sector 10, CBD Belapur, Navi Mumbai – 400614.