



RC:1541091

CORPORATE TRAINING INTERNATIONAL LIMITED

Corporate Learning, Executive Training, Human Capital Development and Conferences

PRESENTS

HOTEL & HOSPITALITY BUSINESS MANAGEMENT **MASTERCLASS**



THEME: COST CONTROL, PERFORMANCE IMPROVEMENT AND CUSTOMER RELATIONSHIP MANAGEMENT IN HOSPITALITY BUSINESS



Date: 16 – 19 September, 2019

Venue: Radisson Blu Hotel Lagos, Ikeja

WELCOME • AKWAABA • BIENVENUE

COURSE OBJECTIVES:

- Optimize your ROI by improving your business, financial and organizational performance
- Improve profitability by controlling costs
- Improve quality of service and customer loyalty

COURSE CONTENT/OUTLINE:

1. IMPROVING MANAGEMENT OF HOTELS, RESTAURANTS, FOOD SERVICE

1.1. Optimize your organization / Management

- Develop a strategy
- Implement organizational procedures
- Master the tools of measurement and quality control
- Optimize the Team management

1.2. Develop your sales

- Optimize its pricing policy by Yielding techniques
- Analyze different distribution channels (OTA, GDS, CRS...)
- Identify target markets / customer segmentation
- Master the techniques of prospecting and commercial negotiation

1.3. Improve profitability by controlling costs

- Master the main performance indicators in the hotel and catering sector (main ratios: material cost, labor cost, other operating costs, etc.).
- Master the calculation of food and drinks costs, labor, etc.

1.4. Improve the quality of customer service

- Tools for measuring and monitoring customer satisfaction
- Setting up services standard
- Implementation of measurement and quality control tools

- Management of e-reputation and customer reviews (Tripadvisor, booking.com, etc.)

2. CONTROL YOUR COSTS BY USING POWERFUL TOOLS

2.1. Master the main performance indicators in the hotel and restaurant industry

- Ratios / Food & Beverage costs
- Ratios / labor cost,
- Ratios / other operating expenses, etc.

2.2. Master the calculation of food and drinks costs:

- Preparation of the technical sheet (Fiche technique) and determination of selling prices
- Determination and monitoring of Food Cost

2.3. Identify and master the sources of increased material costs, labor, etc. (F & B control procedures)

- Purchasing strategy,
- Inventory
- Master the labor cost
- Improve productivity
- Improve and monitor profitability dashboard
- Investments - reinvestments occupancy costs
- Master overhead costs

3. CUSTOMER RELATIONSHIP AND GUEST ATTITUDE

3.1. Customer Expectations in Luxury Hospitality

- Customer expectations in luxury hotels
- The culture of luxury
- Expectations and trends of luxury customers

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3.2. Improve your professional behavior

- Improve one's personal image,
- Understand the issues of appearance;
- Body and Dressing presentation
- Gesture, voice, vocabulary, etc.

3.3. Improve your courteous communication

- Rules of courtesy, preferred expressions of courtesy
- Elegant attitude and rules of good manners

Exercises and role play related to participant services/departments

3.4. Provide quality service and manage customer relationship

- The standards of Hospitality
- Be ambassador of your hotel
- Adapt according to customer profiles
- Satisfaction and loyalty
- Manage difficult customers
- Manage claims

Exercises and role play related to participant services/departments

3.5. The Customer's enchantment

- Learn how to make the client experience an exceptional moment during his stay in your establishment
- Develop the pleasure of receiving
- Anticipate the client's expectations
- Improve your empathy

Exercises and role play related to participant services/departments

Target audience/Who should attend:

- Managers of hotels, restaurants, Food service industries

- Hotel Personnel in contact with the customers/clientele
- Managers of Food service and Catering industries, Chefs, etc.

Duration : 4 Days

Training Methodology

- Interactive Method
- Presentation of the concepts by the trainer
- Exchanges on the elements brought, examples and implementations
- Confrontation with the reality of the company and the experience of the participant

N.B: The participant will be asked to reflect, upstream, and try to provide elements of answers to the issues and constraints mentioned.

MEET YOUR TRAINER



Mr. Mohamed EL HILALI, PhD
Senior Consultant and Trainer

Mohamed EL HILALI has a Doctorate degree in Management Science with over 25 years of experience in Hospitality, Food Service Training and Consulting.

His professional background has allowed him to master both the operational aspects of hotel business (hosting, Food and Beverage, Cost management, Team management, etc.) and strategic aspects (design and implementation of procedures, etc.).

Mohamed is results oriented with strong interpersonal skills and passionate about supporting individuals and businesses to excel.

CONTACT

Tel: +234 8027922649

e-mail: wabs.edu@gmail.com, info@westafricabusinessschool.com



HOW TO REGISTER FOR THE COURSE

Interested organisations should send the names of their employees selected to participate in this masterclass by e-mail to: wabs.edu@gmail.com You can also call and speak with the Programme Manager on Tel: +2348027922649, +2348143002943 by 8.00am – 5.00pm Monday - Friday.
Register today and enjoy early-bird discount on regular course fee.

Event Date & Venue

Date: 16 – 19 September, 2019

Time: 9:00 am - 5:00 pm daily

Venue: Radisson Blu Hotel Ikeja, 42/44 Isaac John Street Ikeja GRA Lagos

Course Fee

The masterclass fee is structured in a way to make it affordable to companies/ organisation and very easy to make payment for all delegates as follow:

1. Nigerian Residents:

- **Early Bird** –N250,000.00 per delegate (Book & Pay Before 30th July 2019)
- **Group Rate** –N200,000.00 per delegate for 3 or more delegates from one company/organisation (Book & Pay Before 30th July 2019).
- **Normal Rate** – N300,000.00 per delegate (Book & Pay After 30th July 2019).

2. Other African Countries/Foreign Delegates:

- **Early Bird** - US\$1,000 per delegate (Book & Pay Before 30th July 2019)
- **Group Rate** - US\$800 per delegate for 2 or more delegates from one company/organisation (Book & Pay Before 30th July 2019)
- **Normal Rate** - US\$1,250 per delegate (Book & Pay After 30th July 2019)

NOTE:

- **Early bird fee applies to registration and payment made on or before 30th July 2019.**
- Registration & payment of course fee must be received by closing date to enable organizers list the delegate/participants in the appropriate programme brochure.
- The course fee excludes any tax, hotel accommodation and dinner. Participants are therefore expected to be responsible for their respective airfare, accommodation and dinner where necessary.

The course fee covers the following:

- ✓ Four full days quality training,
- ✓ Tea/coffee break, lunch and refreshments daily,
- ✓ File folder, printed course notes or flash drive loaded with course notes or both,
- ✓ Certificate of attendance

How to make payment of course fee:

1. Nigerian Residents should make payment of course fee in local currency by Bank draft, e-transfer or Cash deposit issued in favour of:

Beneficiary: Corporate Training International Ltd

Account Number: 1016168764

Bank Name: Zenith Bank Plc

Branch: Plot 149 Iju Road, Fagba Lagos

2. Other African Countries/Foreign delegates should make payment transfer through the following bank account details:

Beneficiary: West Africa Business School

Account Number: 5070520959

Bank Name: Zenith Bank Plc

Swift Code: ZEIBNGLA

Bank Address: Plot 84 Ajose Adeogun Street, Victoria Island – Lagos

Terms and Conditions

- Completed nomination form will be taken as confirmation of nominations and must be returned no later than 10 working days before programme commencement date.
- Payments of fees is by e-transfer, certified cheque or bank draft in favour of West Africa Business School before programme commencement date.
- The course fee is payable without deduction of withholding tax or any other tax thereof.
- The information contained herein is only for nomination purposes. This will help in producing all relevant course materials for the nominee(s). West Africa Business School (WABS) and its personnel will protect any personal data entrusted to us through the completion of our registration form in a way that respects the privacy of individual or entity completing the form.
- **Hotel Accommodation for programme participants.** WABS will reserve a sufficient block of rooms for registered delegates under our name and at preferential rates at a hotel of international standard (equivalent to no less than three-star rating) convenient to the event venue during the programme delivery dates, provided that each delegate shall be responsible for the payment of his/her hotel accommodation, incidentals and other expenses directly to the hotel.
- Participants shall be solely responsible for the payment of their travel, lodging, meals (dinner) and other travel expenses related to their participation in this programme.
- **Cancellation and Substitutions Policy.** For any reason whatsoever, participants who have registered for the programme, may decide to cancel their registration. Cancellations must be submitted in writing by email to wabs.edu@gmail.com. All cancellations received on or before 30 June, 2019 are entitled to a refund of 50% of the course fee paid. No refunds or credits will be given to registrants who cancel after 30 June, 2019 or who fail to attend the conference. Substitutions for paid registrants may be made at any time up to 10 September, 2019. No changes will be accepted after this date.
- **International Participants:** Course attendees arriving from outside Lagos, Nigeria may require a letter of invitation to enter Nigeria. If you require a letter of invitation, please submit your request in writing by email to wabs.edu@gmail.com. Once you have submitted your request and completed registration and payment of course fee, we will provide you with a Letter of Invitation.

Further enquiry in respect of this course should be addressed to:

Director of Programme

Corporate Training International Limited

No. 18 Puposola Street, Off Shola Martins Street, New Oko-oba, Lagos

Phone: +2348143002943

E-mail: wabs.edu@gmail.com