



It is now more important than ever to invest in skills development to boost business success.
Tourism South East has funding available to offer businesses support and training at heavily subsidised rates. In-house delivery to suit your organisation can also be arranged. **If you are....**

- A member of Tourism South East (*Members Price*)
- A business in the Tourism, Leisure & Hospitality industry (*Limited Special Offer*)
- A small rural Tourism, Leisure & Hospitality business (*Rural Price*)

NEW Welcome Host Gold – one day

Set your sights high through the acquisition of world-class customer service standards that equip staff to add value by increasing sales and customer satisfaction. (nationally recognised City and Guilds qualification available for an additional £15pp)

Weds 14 July 2010 - Kings Hotel, Stokenchurch
Nr High Wycombe, Bucks

Weds 15 Sept. 2010 - Donnington Valley Newbury Berks

Timings: 9.30am - 4.30pm

Standard Price: £95pp Limited Special Offer: £55pp Member Price: 50pp Rural Price: £32pp

Welcome All – one day

Give your staff the confidence and skills to provide a great and personalised service to customers with disabilities and varied specific needs that will help your business drive up and improve customer recommendations whilst ensuring you meet legal and best practice requirements

Weds 06 October 2010- Barceló Hotel, Oxford, Oxon

Funded through Accentuate



Timings: 9.30am - 4.30pm

Standard Price: £95pp Limited Special Offer: £25pp Rural Price: n/a

Lead, Motivate & Succeed – one day

Designed to help supervisors and managers to lead, develop and motivate their staff so that the whole team delivers world-class customer service. Ideal for first-time line managers and supervisors.

Weds 22 Sept 2010 - Culham Conference Centre, Abingdon
Oxon

Timings: 9.30am - 4.30pm

Standard Price: £95pp Limited Special Offer: £65pp Rural Price: £35pp

Social Media for Tourism Businesses – half day

Connect with new customers through effective use of social networking sites, forums, blogs and user-generated content such as Tripadvisor. Integrate social media into your marketing, engaging with people online - and avoiding the common pitfalls.

Thurs 02 December 2010 - Sir Christopher Wren Hotel,
Windsor, Berks

Timings: 10.45am - 3.30pm

Standard Price: £150pp Limited Special Offer: £65pp Rural Price: n/a

Search Engine Optimisation – half day

Target the 33% of people who use search engines for holiday ideas. Learn the fundamentals of search marketing, optimise your website to achieve higher search engine rankings and analyse, write and prepare your website to perform better.

Weds 06 October 2010 - Lane End Conference Centre,
High Wycombe, Bucks

Timings: 10.45am - 3.30pm

Standard Price: £150pp Limited Special Offer: £65pp Rural Price: n/a