



**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 (*Non-Member price*)
- A small rural Tourism, Leisure & Hospitality business (*Rural Price*)

<p><b>NEW Welcome Host Gold – one day</b> 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)</p>	<p>29 September 2010 - Beaulieu 3 November 2010 - Hotel Terravina <b>Timings: 9.30am - 4.30pm (approx)</b></p>
<p><b>Standard Price: £95pp</b>      <b>Member Price: 50pp</b>      <b>Non Member Price: £55pp</b>      <b>Rural Price: £32pp</b></p>	
<p><b>Welcome All – one day</b> 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</p>	<p>15 September 2010 - New Forest Funded through Accentuate  <b>Timings: 9.30am - 4.30pm (approx)</b></p>
<p><b>Standard Price: £95pp</b>      <b>Limited Special Offer: £25pp</b>      <b>Rural Price: n/a</b></p>	
<p><b>Lead, Motivate &amp; Succeed – one day</b> 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</p>	<p>21 July 2010 - Forest Lodge Hotel, Lyndhurst 8 September 2010 - Forest Lodge Hotel, Lyndhurst <b>Timings: 9.30am - 4.30pm (approx)</b></p>
<p><b>Standard Price: £95pp</b>      <b>Limited Special Offer: £65pp</b>      <b>Rural Price: £35pp</b></p>	
<p><b>Search Engine Optimisation – half day</b> 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.</p>	<p>8 September 2010 – Barcelo Hotel, Basingstoke <b>Timings: 10.45am - 3.30pm (approx)</b></p>
<p><b>Standard Price: £150pp</b>      <b>Limited Special Offer: £65pp</b>      <b>Rural Price: n/a</b></p>	
<p><b>Google Tools – half day</b> Ensure your website delivers more sales. Use Google Analytics and other tools (many free of charge) to make your site more user-friendly and gain more bookings</p>	<p>24 November 2010 - Holiday Inn, Portsmouth <b>Timings: 10.45am - 3.30pm (approx)</b></p>
<p><b>Standard Price: £150pp</b>      <b>Limited Special Offer: £65pp</b>      <b>Rural Price: n/a</b></p>	
<p><b>Win More Conference &amp; Events</b> Discover the secrets of sales success, including customer targeting, building a customer-focused team and competitive marketing strategies. Find out how to deliver outstanding events that will create a 'buzz' about your venue, helping accelerate sales through word of mouth recommendations.</p>	<p>11 January 2011—Barcelo, Basingstoke <b>Timings: 9:30am—5:00 pm (approx)</b></p>
<p><b>Standard Price: £95pp</b>      <b>Member Price: 90pp</b>      <b>Rural Price: n/a</b></p>	