

# Become a tourism winner!

## Get ahead of the pack with new, specialist low-cost courses

Practical, targeted new training courses are now on offer to tackle key industry challenges. Low-cost Hosting the World training will help you improve service standards, strengthen customer-facing teams, and maximise benefits from the growing domestic tourism market.

### Building a winning team

Essential training and development to help develop a world-class customer service culture across your business

- **Selecting the team**

Put the foundations in place by ensuring you recruit, select and retain staff equipped to deliver outstanding customer service

- **Training the team**

Learn one-to-one and group training techniques to give your frontline staff strong service skills

- **Creating the coaches**

Discover effective strategies for cascading coaching and mentoring skills throughout your team, so frontline staff at all levels are constantly focussed on delivering service excellence

- **Reviewing the performance**

Easy ways to monitor and evaluate service standards, tackle performance management issues and focus on a quality culture of continuous improvement

### Aiming high for service excellence

Practical customer service training to make an immediate impact on your staff behaviour and your customers' experience

- **Creating the vision**

Learn more about world-class customer service and how to embrace it profitably for your business by setting relevant goals and creating a culture of service excellence

- **Going the extra mile**

Learn how to welcome visitors with specific needs and ensure you provide great service to all customers - essential with a growing over-50s market and a national focus on accessibility

- **Welcoming the world**

Find out what practical strategies and plans you can develop now to offer a quality service to international visitors and communicate effectively to give them a memorable experience

### Building a winning business

Whatever your size and type of business, consider development opportunities now to make sure you're set to take advantage of opportunities for the London 2012 Olympics and Paralympics

- **Competing for business**

Covers practical online and offline marketing, customer relationship management and branding tips to help you attract and retain more customers

- **Meeting the media**

Be prepared to welcome the media to your business, and discover PR tips and tactics to proactively secure positive coverage

### Contact Us

For further information call:  
**023 8062 5491**  
or email:  
[bookings@tourismse.com](mailto:bookings@tourismse.com)



# Application Form

(Complete one form per applicant wishing to attend)

## Hosting the World™ Courses 2009

Venues and dates			Subsidised price	Tick
1 Sep	Competing for Business	IOW	£20	<input type="checkbox"/>
8 Sep	Creating the Vision	Surrey	£20	<input type="checkbox"/>
9 Sep	Welcoming the World	Oxfordshire	£20	<input type="checkbox"/>
15 Sep	Reviewing the Performance	Berkshire	£10	<input type="checkbox"/>
16 Sep	Competing for Business	Buckinghamshire	£20	<input type="checkbox"/>
22-23 Sep	Training the Team	Berkshire	£40	<input type="checkbox"/>
23 Sep	Welcoming the World	Sussex	£20	<input type="checkbox"/>
24 Sep	Meeting the Media	Berkshire	£10	<input type="checkbox"/>
6 Oct	Creating the Coaches	IOW	£20	<input type="checkbox"/>
13 Oct	Reviewing the Performance	Sussex	£10	<input type="checkbox"/>
13 Oct	Competing for Business	Kent	£20	<input type="checkbox"/>
20 Oct	Welcoming the World	Hampshire	£20	<input type="checkbox"/>
21 Oct	Creating the Vision	Sussex	£20	<input type="checkbox"/>
27 Oct	Selecting the Team	Surrey	£20	<input type="checkbox"/>
5 Nov	Creating the Vision	Kent	£20	<input type="checkbox"/>
5 Nov	Welcoming the World	Surrey	£20	<input type="checkbox"/>
11-12 Nov	Training the Team	Hampshire	£40	<input type="checkbox"/>
12 Nov	Creating the Vision	Buckinghamshire	£20	<input type="checkbox"/>
18 Nov	Creating the Coaches	Kent	£20	<input type="checkbox"/>
24 Nov	Creating the Vision	IOW	£20	<input type="checkbox"/>
25-26 Nov	Training the Team	Sussex	£40	<input type="checkbox"/>
1 Dec	Reviewing the Performance	Hampshire	£10	<input type="checkbox"/>
8 Dec	Welcoming the World	Kent	£20	<input type="checkbox"/>
8 Dec	Going the Extra Mile	Surrey	£20	<input type="checkbox"/>

### Timings

All £10 courses 11am - 3pm

All £20 courses 9.30am - 4.30pm

All £40 courses Two days 9.30am - 4.30pm

## Bookings and Enquiries

Tel: 023 8062 5437 Fax: 023 8062 0010

Either post/fax back or email to:

Michelle Grant, Training Services, Tourism South East,  
40 Chamberlayne Road, Eastleigh, Hampshire SO50 5JH  
bookings@tourismse.com

PRINT & FAX

EMAIL BACK

## Terms and Conditions

### Cancellations

Cancellations must be notified in writing at least **two weeks** before the publicised date of the course. Please note that cancellation after this time or non-attendance on the day will result in the **full non subsidised fee** being payable. If insufficient numbers enroll on any course it may be cancelled and any fees paid will be reimbursed in full.

### Data Protection Act 1998

This information will only be shared with other organisations, such as the Department for Education and Skills and the Department for Work & Pensions if this is necessary for audit or monitoring purposes.

[www.tourismtrainingsoutheast.com](http://www.tourismtrainingsoutheast.com)

Tourism South East is committed to equality of opportunity

## Business Details

Company Name .....

Main Contact .....

Job Title .....

Business Address .....

Postcode .....

Telephone No. ....

Fax No. ....

Email Address .....

Can TSE contact you via email? Yes  No

## Applicant Details

Name .....

Job Title .....

**Special Requirements**

If you have any special requirements please either note these down in the space below or contact us as soon as possible to discuss them.

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## Payment Details

- I think I am eligible to attend Hosting the World™ courses at the subsidised rate and would like to complete the necessary paperwork. Please send this out to me. I will return the completed forms ahead of the day.
- I enclose a cheque, payable to 'Tourism South East' for £ .....
- Please invoice, using purchase order number .....
- (with address if different from establishment)

## Signature

I have read and agree with the terms and conditions

Signed .....

Date .....

