




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>NEW Welcome to Surrey – one day Set your sights high and be inspired through the acquisition of world-class customer service that equips staff to add value by increasing sales and customer satisfaction. Includes a dedicated destination section all about Surrey. (nationally recognised City and Guilds qualification available for an additional £15pp)</p>	<p>29 September 2010—Venue TBC</p> <p>Timings: 9.30am - 4.30pm (approx)</p> <p>Standard Price: £95pp Member Price: £50pp Non Member Price: £55pp Rural Price: £32pp</p>
<p>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</p>	<p>9 September 2010—Waverley Abbey House</p> <p>Funded through Accentuate </p> <p>Timings: 9.30am - 4.30pm (approx)</p> <p>Standard Price: £95pp Limited Special Offer: £25pp Rural Price: n/a</p>
<p>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.</p>	<p>13 January 2011 – Gatton Manor, Nr Dorking</p> <p>Timings: 10.45am - 3.30pm (approx)</p> <p>Standard Price: £150pp Limited Special Offer: £65pp Rural Price: n/a</p>
<p>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.</p>	<p>23 September 2010 – The Manor House, Godalming</p> <p>Timings: 10.45am - 3.30pm (approx)</p> <p>Standard Price: £150pp Limited Special Offer: £65pp Rural Price: n/a</p>
<p>Google Tools – half day 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>3 November 2010 – Bishops Table, Farnham</p> <p>Timings: 10.45am - 3.30pm (approx)</p> <p>Standard Price: £150pp Limited Special Offer: £65pp Rural Price: n/a</p>
<p>Win More Conference & Events 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>9 March 2011—Barnett Hill, nr Guildford</p> <p>Timings: 9:30am—5:00 pm (approx)</p> <p>Standard Price: £95pp Member Price: 90pp Rural Price: n/a</p>