



**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)

7 July 2010 - Deans Place Hotel, Alfriston  
13 July 2010 - White Horse, Storrington  
14 September 2010 - Spread Eagle, Midhurst

**Timings: 9.30am - 4.30pm (approx)**

**Standard Price: £95pp**

**Limited Special Offer: £55pp**

**Members Price: £50.00pp**

**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

20 October 2010 - Chatsworth Hotel, Worthing

Funded through Accentuate



**Timings: 9.30am - 4.30pm (approx)**

**Standard Price: £85pp**

**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

22 September 2010 - Millstream Hotel, Bosham

**Timings: 9.30am - 4.30pm (approx)**

**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.

4 November 2010 – Chichester Cathedral

**Timings: 10.45am - 3.30pm (approx)**

**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.

27 October 2010 – Powder Mills Hotel, Battle

**Timings: 10.45am - 3.30pm (approx)**

**Standard Price: £150pp**

**Limited Special Offer: £65pp**

**Rural Price: n/a**

**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

28 October 2010 - Old Ship Hotel, Brighton

**Timings: 10.45am - 3.30pm (approx)**

**Standard Price: £150pp**

**Limited Special Offer: £65pp**

**Rural Price: n/a**