

Are you ready to host the world?

Make world class customer care your 2012 goal

TOURISM
SOUTH EAST
TRAINING AND SKILLS

SEEDA SOUTH EAST
ENGLAND
DEVELOPMENT
AGENCY
Working for England's World Class Region

Project Partners

The lead partner is Tourism South East.

Other Hosting the World partners are:

- Buckinghamshire Economic Partnership
- East Berkshire College
- Business Link Kent
- People 1st
- Royal Borough of Windsor and Maidenhead
- Reading UKCIC
- Skills Active
- South Bucks District Council
- Slough Borough Council

Find out more

For further information please return the tear off slip or contact:

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What do the London 2012 Olympic and Paralympic games mean to your business?

Tourism, hospitality and leisure businesses have a unique opportunity to benefit from 2012. The eyes of the world will be on the United Kingdom, not just during 2012, but in the years before and afterwards, as we capitalise on the opportunities to attract more visitors.

Businesses based near to Eton-Dorney and the Thames Corridor, a host area for the Games, are already in pole position.

How can you benefit from Hosting the World?

Equip yourself and your team with more specialist knowledge and customer care skills, to ensure your business is fully prepared for the challenges ahead. Hosting the World combines practical advice, tips and ideas with tools to plan and develop specific new strategies.

It focuses on delivering world-class customer service; understanding what visitors want and how you can shape what you do to become a winner!

Who can take part?

Any organisation in the tourism, hospitality and leisure sector with an ambition to make the most of the 2012 opportunity. If you're committed to meeting the expectations of international visitors, so they return and recommend you to others, then Hosting the World will show you the way.

The programme is designed for owners / managers / team leaders. It will help you plan for the future and make sure you and your staff are focussed on key areas to improve performance.

What is available?

Hosting the World is a flexible programme which is tailored to meet your business needs. It incorporates:

Hosting the World Courses and Seminars

A series of highly subsidised, low cost courses, allowing you to 'mix and match' training to meet your needs. Courses are half, one and two days' in length, depending on subject, and include:

Creating the Vision: understanding and setting world-class customer service goals for your organisations

Welcoming the World: planning to welcome international visitors, including effective communications

Meeting the media: make the most of the many PR opportunities over the coming years

Selecting the team: ensuring you recruit and retain staff who are fit for the job

Events equals income!: make sure you're in position to benefit from the London 2012 Olympic and Paralympic events hosted locally by promoting your business and attracting all types of visitors

Going the extra mile: how to look after visitors with specific needs

Competing for business: put yourself at the front of the pack through advanced customer relationship management and effective marketing (online and offline)

Reviewing performance: don't rest on your laurels - learn to monitor your service standards and always aim for gold!

Coaching and training your team: learn coaching techniques to help train your staff and improve their skills

Seminars will also be taking place through out the project on a series of key topics such as Accessibility, Sustainable Tourism and E-Marketing.

Free personal training needs analysis

An experienced tourism industry training professional will visit your business to assess specific skills gaps and opportunities to drive your performance forward.

Free Champions Support Pack

All participating businesses receive this new resource, which includes guidance and information on key topics such as International Customers, Marketing, Maximising 2012 Opportunities, Business Planning and Financial Support, Customer Service and Communications, Improving Accessibility, Training and Development.

You can also demonstrate commitment to developing your staff by joining the People 1st Good Employer Campaign and providing staff with UKSPs (UK Skills Passports) to record their professional development.

If you require further information, please complete the form below and return to us by Freepost.

Business Name:

Nature of Business:

No.of Employees:

First Name:

Surname:

Job Title:

Address:

Post Code:

Tel No:

E-mail:

I am interested in the following (tick)

- | | |
|--|--|
| <input type="checkbox"/> Training needs analysis | <input type="checkbox"/> Events equals income! |
| <input type="checkbox"/> Champions Support Pack | <input type="checkbox"/> Going the extra mile |
| <input type="checkbox"/> UKSP | <input type="checkbox"/> Competing for business |
| <input type="checkbox"/> Creating the Vision | <input type="checkbox"/> Reviewing performance |
| <input type="checkbox"/> Welcoming the World | <input type="checkbox"/> Coaching and training your team |
| <input type="checkbox"/> Meeting the media | |
| <input type="checkbox"/> Selecting the team | |

