



MODULE LEADER

Professor Sofia Brandão has as field of study Management, specialized in International Marketing and Strategy. Previously she worked in the Portuguese Tourism Board in Argentina and started her hospitality career in Starwood. There she was responsible for 3 hotels opening's as Spa Manager and worked as a consultant in 2 two other spa's.

She was also a lecturer in Universidade do Algarve, Portugal in a Postgraduate course of Spa Management. Currently overlooks Sales, Marketing and Spa for Aquapura Hotels. Sofia was also awarded by the Spanish Government for Spa Management Research. Creativity, efficiency and out of the box thoughts are her mains qualities.

RECOMMENDED READINGS

- Tungate, M.(2009), Luxury World: The Part, Present and Future of Luxury Brands, Kogan Page, ISBN 978-0749452636

MODULE DESCRIPTION

Looking back to the previous year do you feel you could have done better? Do you feel you reacted late to the market and lost business? Do you feel your property is in the client mind when he makes the buying decision? The world is not the same after the financial crisis and the golden rule now is - adapt. Adapt to the market, adapt to the clients, adapt to the real world. The customer still spends money although is more cautious with his expenses. He looks more than ever for the value for money – are you ready for this new mentality? In this module, you will be able to find out where you want your property to be positioned and how to get there. Understand the most effective ways to communicate your hotel and maximize your budget. Take advantage of new tools such as marketing 2.0 and Customer Relationship Management (CRM) to increase awareness, knowledge of the market and customer loyalty.

LEARNING OBJECTIVES

By the end of the Module, participants will be able to:

Knowledge

- Understand the importance of having a strategy to position a property and how it can help to make wise business decisions
- Identify strengths and weak points and prepare action plan
- Understand how to adapt to the new market rules and plan

Competencies

- Create and implement a dynamic and interactive action plan
- Identify the right tools to promote and create awareness
- Built the CRM (Customer Relationship Management) system

Mindset

- Evaluate the previous plans and actions in order to improve performance
- Recognize that the action plan is a live tool and can help to improve business performance

METHODOLOGY

- Interactive lecture-discussions
- Practical exercises
- Business Cases
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PARTICIPANTS

Owners, managers and executives in corporate strategy, general management and sales & Marketing management people with the goal to better understand the business and achieve better results.