

**2019 Advanced Revenue and Distribution Management Training** *facilitated by Shannon Knapp, SKNapp Consulting*

Regardless of your type of accommodation property or the number of rooms that you manage, informed team members and an effective accommodation revenue management strategy are necessary to achieve success and to optimise profits.

### Course Content

This One-Day Advanced Revenue & Distribution Management course will assist you in:

- Creating and deploying distribution and pricing strategies
- Pricing guidelines and price optimisation
- An explanation of all those critical revenue management acronyms; GOPPAR, TRevPAR and the rest! Learn how these industry methods can apply in your property.
- By optimising the right channel of distribution and focus business to the most cost-efficient and/or highest producing channels, accommodation managers can maximise their property's profitability. We'll show you how!
- Using Business Intelligence to set and measure revenue strategies in collaboration with your entire organisation
- Forming a revenue-focussed culture in your organisation
- Tools to educate your team on their role in the development of effective RM outcomes
- Network and collaborate with your industry peers

This practical and interactive training course will help you to provide the advanced revenue management tools to maximise revenue within your hotel.

### Course Facilitator

Shannon Knapp established SKnapp Consulting in January 2015 to capitalize on her 28 year career in hotel management. At Carlson Hospitality Worldwide, in the USA and in Australia, Shannon delivered industry-leading results in hotel contact centres and hotel distribution service centres. Shannon is an accomplished and results-oriented professional with both executive level and operational hotel experience leading multifunction teams at Mirvac Hotels and Resorts and at Accor Hotels Asia Pacific, producing operational excellence and strong profit outcomes.

### Course Details

**DATE:** Tuesday, 28 May 2019  
**TIME:** 9:00am to 5.00pm  
**WHERE:** Level 15, Hudson House, 131 Macquarie St, Sydney  
**COST:** \$450 + gst per participant.  
**REGISTER:** Please email [taa@tourismaccommodation.com.au](mailto:taa@tourismaccommodation.com.au) confirming participation in this course by Friday, 10 May

### Who should attend?

This program has been designed for middle to senior management and provide tools to build a strong understanding of revenue and distribution management in your teams and to increase the profitability of your business