Interactive Simulation Workshop
Revenue Management &
Hotel Industry Insights

conducted by Russell Partnership Technology

in conjunction with THE-ICE 12th IPoE Forum 2018

Tuesday, 13th November 2018

You are cordially invited to attend the Russell Partnership Technology Revenue Management & Hotel Industry Insights workshop session ahead of the THE-ICE 12th IPoE Forum 2018. The workshop will provide an overview of industry trends and insights, including the 3 P's of visitor numbers … past, present and predicted, with a particular focus on both Bangkok and the Thai market, offering a cultural insight to the 12th IPoE Forum 2018 and your stay in Bangkok.

The workshop will then feature an interactive revenue management simulation exercise (where we encourage you to BYO lap top enabling attendees to take part 'as a student' of revenue management). The workshop uses real world data provided by industry partners, STR Share Centre, as well as online booking systems such as booking.com and TripAdvisor. The simulation objective as revenue manager focuses on RevPAR, with the aim to increase occupancy whilst maintaining competitive ADR. The workshop provides an opportunity to gain insight into the simulation program that creates scenarios and exercises, meeting and delivering essential learning and development criteria in today's dynamic online global tourism market. The workshop:

- Showcase leading educational simulation programs in revenue management
- Create scenarios demonstrating the educational benefits to students of TH&E in today's dynamic online global tourism market
- Provides insight into the real-world tools available to students, providing them with knowledge and ability to walk away with the skills of a revenue manager
- All participants receive a certificate of attendance
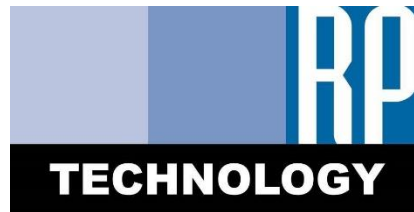
Tuesday, 13th November 2018

3.00pm – 5.00pm

Dusit Thani College, Bangkok

1 Soi Kaenthong (Next to Seacon Square), Nongbon, Pravet, Bangkok, Thailand 10250

Please bring a laptop or tablet computer to the session if you can. The attire for the training is business casual.
Please contact Peter Russell for further details: peter.russell@russellpartnership.com

Russell Partnership Technology

Russell Partnership Technology are the world leaders in business simulation technology. We have been delivering courses and real-world simulation programs to hospitality industry managers, service industry managers, business professionals, business schools, hospitality management schools, universities, colleges and institution worldwide for over 20 years. Our team of industry practitioners, who collectively bring with them over 70 years of TH&E industry and education experience, deliver all aspects of the course content, including teaching, development and simulation programs.

Our programs are currently utilized in over 100 of the world's leading hotel schools and by major industry partners including Marriott, Wyndham, Accor and Expedia. This enables students to enter the industry well equipped to deal with business priorities and for professionals already within the industry to build on their skills and progress to higher levels of management.

Russell Partnership Technology deliver industry leading simulation programs for the hospitality, restaurant and tourism industries. We also utilize our simulation platforms to deliver hotel feasibility projects for clients who are in the process of designing, developing or building hotel properties.

Our programs place students and industry professionals into the position of managing a virtual hotel or restaurant in a virtual environment that mirrors the real world. This allows us to create scenarios and exercises to meet essential learning and development criteria. We incorporate exercises on forecasting, social media and the management of guest reviews. Benchmark reports from STR are utilized to teach participants how to interpret this format of data and formulate appropriate business decisions.

Our programs are a great way to introduce students to the real world of hotel and hospitality management and place them in an active learning environment where they formulate decisions.

Please visit the Russell Partnership Technology website or email info@russellpartnership.com
for further information on our services and products