

# GUEST EXPERIENCE MANAGEMENT & DESIGN

## TRAINING - WORKSHOP

Possible to tailor for your individual need

### TOPICS

WHAT IS GUEST EXPERIENCE AND GUESTS EXPERIENCE MANAGEMENT - CLEAR AND STRAIGHT FORWARD EXPLANATION OF CUSTOMER EXPERIENCE IN HOTEL, RESTAURANT OR OTHER HOSPITALITY BUSINESS. THE DIFFERENCE BETWEEN DELIVERING EXCELLENT SERVICE & EXCELLENT GUEST EXPERIENCE. POSSIBILITIES, BENEFITS AND CHALLENGES OF GUEST EXPERIENCE MANAGEMENT.

STRATEGIES, METHODS AND STEPS OF GUEST EXPERIENCE MANAGEMENT. WHAT IT TAKES TO ENABLE EFFECTIVE GUEST EXPERIENCE MANAGEMENT IN MY HOTEL (RESTAURANT OR ANY HOSPITALITY ESTABLISHMENT)?

HOW DOES IDEAL GUEST EXPERIENCE LOOK LIKE? GUEST EXPERIENCE DESIGN

GUEST JOURNEYS - WHAT IS IT AND WHY ARE THEY IMPORTANT? HOW DOES GUEST JOURNEY MAPPING WORK AND HOW DOES IT BENEFIT GUESTS AND THE BUSINESS?

SHAPING AND IMPROVING YOUR GUEST EXPERIENCE - COMPREHENSIVE VIEW INTO GUEST JOURNEY AND THINGS TO MASTER WITHIN:

- EXPERIENCE MARKETING
- PRE-STAY (GUEST EXPECTATIONS, HOTEL PRESENTATION)
- STAY (SERVICE EXCELLENCE AND DELIVERY)
- POST-STAY (ONLINE REPUTATION AND GUEST COMMUNICATION)

### BENEFITS

INSIGHTS AND LEARNING OF GUEST EXPERIENCE MANAGEMENT AND ITS DESIGN

PRACTICAL TIPS AND TOOLS TO USE IN YOUR HOSPITALITY ESTABLISHMENT

OVERVIEW OF IDEAS, TRENDS AND BEST PRACTICE

### DETAILS

IDEAL TARGET GROUP: LEADERSHIP (MANAGEMENT AND DEPARTMENT HEADS), UP TO 25 PERSONS.

IDEAL DURATION: 2 DAYS (APPROX. 6 HOUR SESSIONS)

PRICE: 850 - 1300 EUR/ PER DAY (DEPENDING ON LOCATION AND LENGTH).