

Webcast - Habits of Highly Successful Revenue Managers - Expanded for 2008

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The role of the revenue manager has morphed from managing a few Online Travel agencies to encompass a wide variety of distribution channels. How quickly it has changed in just the blink of a year! Even the smallest hotels can maximize revenue and increase market penetration with just few of these online initiatives!

'In many properties, the responsibility of the revenue manager has expanded to include monitoring the hotel's online presence on the user generated review sites, submitting and tracking online consortia RFPs, the analytics of transient and leisure online marketing initiatives --- all while involving sales in the process,' says Carol Verret.

Revenue managers interface with sales on positioning and responses to leads from the small group sites, monitoring the impact of e-marketing initiatives on the production of the various revenue channels, the list is expanding at warp speed. Then there are the blogs, message boards, the list goes on and on.

In this web cast we will discuss how the habits of effective revenue managers have changed in relation to:

The impact of user generated reviews on the distribution channels

Monitoring the hotel's online presence

The RFP process

Monitoring e-commerce initiatives - interpreting the analytics

Leading the Revenue Management team in understanding and making recommendations based upon the new data

This program is designed for hotel Revenue Managers, Directors of Sales and General Managers that need to know and understand the impact of the changing dynamics in the revenue management and online distribution function.

This web cast will be offered at 1pm Eastern, Noon Central, 11 am Mountain and 10 am Pacific Time and is approximately an hour in duration.

The fee is \$129 for one connection and \$119 for two or more connections from the same company.

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Carol Verret And Associates Consulting and Training offers training services and consulting in the areas of sales, revenue management and customer service primarily but not exclusively to the hospitality industry. To find out more about the company click on www.carolverret.com. To contact Carol send her an email at carol@carolverret.com or she can be reached by cell phone (303) 618-4065.

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