



Othman Yeop Abdullah
Graduate School of Business
Universiti Utara Malaysia

In Collaboration with



MASTERCLASS

Driving Revenues and Profitability in Accommodation, Food and Beverage for Hospitality

**PROFESSOR
JOHN LENNON**



*Associate Faculty
UUM OYAGSB*

*Director of the Moffat Centre
for Travel and Tourism
Business Development
UK*

**26 & 27 MARCH 2018
SHERATON
PETALING JAYA**



Masterclass in Driving Revenues and Profitability in Accommodation, Food and Beverage for Hospitality

26 & 27 March 2018 – Sheraton, Petaling Jaya

PROGRAMME OVER VIEW

This programme is designed for managers and senior staff in the international hospitality sector. It will provide state of the art guidance on how to maximise sales and drive profitability in various hospitality sales channels.

The programme commences with trends and forecasts that are applied at a local level and this highly visual programme will engage the audience with practical case analysis that uses exemplars from the sector to demonstrate commercial applicability.

The balance between high yielding services and products, control of costs and the maximisation of profit is the foundation of the programme. On completion delegates will be able to apply learning in their host establishments and make tangible improvements to financial results.

PROGRAMME AGENDA

DAY 1 – LEARNING UNITS	DAY 2 – LEARNING UNITS
Sales, Costs and Profits	Practical applications in Hospitality and Tourism
Cost Volume Profit Relationships Cost Control Systems	Understanding best practice in a competitive marketplace
Understanding Yield Maximisation and Disruptive Behaviour	Profit Sensitivity Analysis – relevant applications
Relevant Trends and Forecasts in Food and Beverage	Productivity and increasing sales yields
Relevant Trends and Forecasts in Accommodation	Action Plan for host business implementation
<p>LEARNING OUTCOMES Upon completion of the seminar, Participants will be able to:</p> <ul style="list-style-type: none"> • Identify and understand dynamics of sales, costs and profits in the hospitality sector • Understand and apply yield management systems • Appreciate relevant changes and disruptors facing the international hospitality sector 	<p>LEARNING OUTCOMES Upon completion of the seminar, Participants will be able to:</p> <ul style="list-style-type: none"> • Apply learning to the practical context of their employment • Appreciate the importance of profit sensitivity, sales yields and how competition in this sector will continue to intensify • Develop and apply actions on sales, costs and profitability in their host establishments

Target Audience and Level

Senior Department Heads and Assistant Managers working in the hospitality and tourism sector. Staff identified by senior management as having greatest potential for promotion and development Teaching Methodology:

Teaching Methodology

A highly visual and interactive programme that illustrates learning objectives with practical and realistic examples of best practice. Delegates will undertake assignments and create action plans for implementation and utilisation in their own workplaces and departments.

Expert Faculty

Professor J John Lennon

Director of Research Development and Management | Research Innovation and Enterprise

<https://www.gcu.ac.uk/research/>

Director of Moffat Centre for Travel and Tourism Business Development

<https://www.moffatcentre.com/>

W: [My research profile](#)

John is a global expert in the commercial sector of hospitality and tourism. John has undertaken over 700 projects in over 40 nations. He specialises in the fields of; revenue generation, tourism development, destination /product marketing and financial feasibility.

John, managed the service quality training of 3,200 City of Culture Volunteers in the UK in 2017 and is developing further programmes for major cultural events at an international level.

John was the Principal Advisor for the Scottish Government Review of Tourism and is an independent Policy Advisor for VisitScotland. He has authored **five books**, over **80 articles** and **numerous reports** on the global hospitality, travel and tourism industry.

Programme Fee table

INDUSTRY	FEE PER PARTICIPANT (inclusive GST)
Government Agencies and Academia	RM1908.00
MAH members	RM1908.00 (100% HRDF Claimable)
Others	RM2438.00

Programme fee maybe claimed back under HRDF subject to Terms and Conditions of HRDF and Employer eligibility. Universiti Utara Malaysia (GOV100014470) is a registered Training Provider with HRDF.

Venue: Sheraton, PJ

Closing Date: 12 March 2018

Payment Details

Payment to be made to: **Universiti Utara Malaysia**

Bank Islam Malaysia Berhad Account Number: **02093010000010**

Kindly email proof of payment to: saharah@uum.edu.my

Contact Details

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Director

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Registration Form

Details of Registrants *(you may also email the Registrant details)*

Name of Participant:			
IC/Passport#		Contact Number	
Email Address			
Organisation name and Address			
Name of Person In Charge authorised To sign form and Email address			
Total Fee Payment <i>(please refer to Programme Fee Table)</i>			

Cancellation Policy and Postponement of Programme

Because attendance at *this* programme requires significant advance preparation, refunds are not permitted. Invoice once issued can't be cancelled except for exceptional reasons. Registrants who cancel less than **7 days in advance** may nominate an acceptable substitute or attend a future session of the same programme within one calendar year.

UUM OYAGSB reserves the right to postpone the programme 2 weeks before programme dates, if there are inadequate registrations

