

**09:30 Registration /Coffee**

**10:00 What is Yield and Distribution Management (YDM)?**

**How can you apply it to your organisation to optimise revenues and maximise channel reach?**

- How and why did Yield, Revenue and Distribution Management start in the hotel & hospitality industry?
- How is the hotel and leisure product sold, priced and distributed today? - How is this changing? - Facts, figures and pertinent statistics you need to know
- How does Yield & Revenue Management work and how could it make your product more profitable?
- Phone - email - Web - Travel Agencies - Tour Operators – Global Distribution Systems (GDS) – Social Networks – Search and Mobile: What distribution engines and channels are out there today and how can you manage them?
- How should you combine Yield, Revenue and Distribution Management practices within your organisation?

**11:00 Coffee Break**

**11:30 What you need to know if you are using or if you are going to apply Yield, Revenue & Distribution Management practices to your product**

- What can you learn from travel companies who are using Yield & Distribution Management practices today?
- Yield & Revenue Management methodology: What are the principles you need to understand before you can apply this revenue maximising practice?
- "Strategic Dynamic Pricing" is all about fluctuating prices and applying market analysis. How do you apply it in order to offer the right product at the right time and at the right price?
- How do you apply and set a profitable "Selling Strategy" against your business mix and what do you do when demand is in a state of flux?
- What restrictions can you place on your prices and on your demand? - How do you know you have got it right? - When do you stick to the restrictions and when do you change your Selling Strategy, Fencing and Pricing rules?
- How to Implement the science of Yield & Revenue Management across your business

**12:15 Interactive Team Exercise**

Here you will be split into work groups to apply Yield Management thinking and practice against reservation and pricing scenarios. It is time to show what you have learnt and a chance to practise some of the methods covered during the morning session.

**13:00 Lunch**

**14:00 How should you manage the distribution of your product across multiple channels today?**

- Understand how distribution is changing and how it will further develop into the future - Where do you need to position yourself to ensure you maximise your products distribution and channel reach?
- Connectivity - Understand how to connect your product to the electronic distribution channels and the options that are available to you today
- The status of availability - How does "Real-Time Availability" work and what is the best way to keep the status of your availability updated?
- Understand how to manage your inventory across all distribution channels on and off-line
- New electronic channels. Who owns them and who provides the "Booking Engine"? – What distribution services are out there? - What partnerships do you need to make to future proof your distribution needs?
- What are the associated costs and benefits of these new channels and how do you ensure that you keep costs low and bookings / revenues high?

**15:00 Tea/Coffee Break**

**15:30 YDM Case study: Your chance to apply Yield & Distribution Management**

During this session you will be given the opportunity to participate in a relevant case study. This exercise will allow you to apply the methodologies and knowledge you have learnt throughout the day. This is your chance to practice what you have learnt and further understand how such principles can be applied to your own business.

**16:30 Round-up and Q&A**

Re-Cap and consolidation of YDM methodologies and what has been learnt today. This is one more chance to question the workshop moderator and make sure that you fully understand the potential of Yield and Distribution Management so that you can apply the principles to your own business.

**17:00 Workshop close**