

COMING
SOON



TO REVENUE & BEYOND

**COSTS RISING? STAFFING CHALLENGES GROWING?
A TAILORED EVENT LOOKING AT STRATEGIES TO HELP YOUR BUSINESS.**

COMING TO A HOTEL NEAR YOU

17TH MAY 2022

NI
HF
NORTHERN
IRELAND
HOTELS
FEDERATION

 **RIGHT
REVENUE**
MAXIMISING REVENUE WITH SMART TECHNOLOGY

TO REVENUE & BEYOND

TUESDAY 17TH MAY 2022
CLANDEBOYE LODGE HOTEL
8.30AM - 2.00PM

Are your costs rising and staffing challenges growing?

Why not join us at this tailored event which will look at strategies and tactics to help navigate these difficult times. The programme will include:

- ▶ The Revenue Revolution - yielding your product, giving value and maximising your customer potential.
- ▶ Introducing a revenue culture.
- ▶ Your rate and pricing strategy for all the operations within your property.
- ▶ The use and value of guest data to improve profitability.
- ▶ Customer engagement and creating a personalised experience.
- ▶ Using automation to maintain guest loyalty.
- ▶ Rising costs - profitability v loyalty.

Featuring some of the leading experts in their fields, this seminar is a chance to discuss what makes a great pricing strategy, ensuring you maximise returns and minimise costs.

TICKETS

£50 + VAT per person for NIHF Members
£75 + VAT per person for non-members

Book online at nihf.co.uk
or call 028 9077 6635

RUNNING ORDER

- 08.30 Buffet Breakfast
- 09.00 Welcome, Introductions, Agenda, Comperé
- 09.10 The Revenue Revolution, Adrienne Hanna
- 09.30 Revenue for Profitability, Michael Heyward
- 09.50 Best Business Practice, Panel Discussion
- 10.20 Personalising the Guest Experience, Clío O'Gara
- 10.40 Coffee Break
- 11.00 Maximising Business Potential, Heather Hart
- 11.45 Guest Data - Your Secret Weapon, Nigel Allport
- 12.05 Rate Strategies, Adrienne Hanna
- 12.30 Profitability v Loyalty, Panel Discussion
- 13.00 Lunch

STARRING



ADRIENNE HANNA, RIGHT REVENUE

Adrienne is the founder & CEO of Right Revenue and an all-round revenue nerd! With a lifetime career in travel and hospitality, Adrienne has spent the last 20+ years in the amazing world of revenue management.



MICHAEL HEYWARD, HEYWARD GROUP

Michael Heyward is the founder of the consulting business, Heyward Group, focusing on development of high performing teams. Michael has over 25 years of experience in hotel operations and revenue management.



CLIO O'GARA, GUESTLINE

Hospitality expert Clio has decades of experience with brands such as Hilton International, Accor, Bewleys, Lynch Hotels and Gleneagle Hotel Group, but in addition many years' experience as a trainer installer of global PMS systems.



HEATHER HART, FOUNDER OF SMART SPACE

Heather has worked for Forte Hotels, IHG, Radisson, Millennium Copthorne, Guoman Hotels and more. She was the creator and founder of Smart Space, a cloud-based software application for meetings and events strategy.



NIGEL ALLPORT, FOR-SIGHT

Nigel comes from a family business that operated two of Stratford-upon-Avon's largest hotels as well as pubs and outside catering. He has 25 years experience in sales management for hospitality technology businesses in the UK and the US.

PANELISTS



LIAM MINIHAN
INUA COLLECTION



SHARON POWER COWLEY
NET AFFINITY



DAVID BYRNE
ASKSUITE



HELEN O'LEARY
INNOVATE ROOM



LOUISE BOLAND
THE PLAZA HOTEL



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IN ASSOCIATION WITH



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