



'The Power of Effective Marketing'
Generating additional revenue from your available space
Thursday 16th October, 2014
Scarman House, Warwick Conferences, University of Warwick
10.00 am – 3.30 pm
£245

Why should you attend?

In the current changing political and economic times, Universities strive to look for supplementary sources of revenue and become more financially sustainable.

This highly interactive and practical training seminar uses a succession of real retail catering, conference and hospitality case studies and examples from within the Higher Education sector, designed to inspire managers to take both a new approach to their existing marketing activities or to spot new opportunities for income generation not yet exploited. It provides an exciting opportunity for delegates to gain a valuable overview of the different marketing tools and processes available to support them in the development of their own commercial marketing activity planning.

Who should attend?

This seminar is a great professional development opportunity aimed at middle managers. This is particularly beneficial to Catering and Hospitality managers who want to gain a full understanding of the principles of marketing.

What are the aims of the training session?

This will be a very interactive programme, where delegates will have the opportunity to explore the use and value of a wide range of marketing tools. These will include:

- PR
- Advertising
- Direct Mail/Email/Database marketing
- Building a brand
- Website and on line tools
- Social media
- Networking
- Promotional activities and partnerships
- Direct selling
- Booking agencies

Delegates will also gain experience on how to measure success and track value and use this information to overcome future obstacles. Working in small groups, marketing activity plans will be created by the delegates. Professional input and coaching will be given throughout the session, along with top tips for creating a brilliant brief for both colleagues and external agencies.

What will we get out of the day?

At the end of the training, delegates will be able to:

- Understand a wide range of sales and marketing tools and how to select the most suitable ones to achieve the best outcomes
- Develop a marketing communications plan for your own business
- Know how to brief your Internal Marketing team and or external marketing resource in order to fully achieve your objectives
- Network and share your experiences with other fellow professionals in similar roles
- Realise that marketing is common sense and everyone can do it!

How do we book on this course?

Online bookings can now be made at the UHS website www.universityhospitality.co.uk/seminars. Alternatively, please contact Diane Davies at information@universityhospitality.co.uk or 0114 222 8983.

Trainer – Vicky La Trobe



Vicky La Trobe's career initially spanned 15 years in senior marketing and brand development roles for European and International Hotel companies including Choice Hotels Europe and Millennium Hotels and Resorts. A 3 year stint as Marketing Director for the contract catering company ARAMARK followed where she developed marketing and retail strategies for the Business and Industry, Off shore and Higher Education sectors. In January 2011, she formed Fourpoints Management Ltd, a specialist Marketing and Management consultancy helping a wide range of clients discover and develop the full potential of their businesses and her clients have included a number of Universities whom she has helped with development of their commercial strategies. Her experience of working in both the commercial and University sectors brings valuable insight and a clear understanding of the realities and challenges faced by those working within the sector.

Testimonials & Press

"Vicky is a consummate professional, focussed on customer needs. She is skilled in project management, organisational change and team building and I have no hesitation in recommending her".

Chris Cobb, Chief Operating Officer and University Secretary, University of London

"A high energy consultant, Vicky excels in motivating team members to deliver stretching targets. She does all of the above with a healthy dose of pragmatism and a great sense of humour!

Bridget Boylan, Programme Manager, University of London

The Venue

This training event will be held at Scarman House, Warwick conferences, University of Warwick. Campus, street maps and details of overnight accommodation can be found at <http://www.warwickconferences.com/our-venues/scarman>

The Timings

Registration will be from 9.30 am with the seminar commencing promptly at 10.00 am. The training day will conclude at 3.30 pm. Joining instructions will be sent out approximately 2 weeks prior to the event.