



IDEaS Revenue Management MasterClass

A revolutionary way for hoteliers around the world to train their staff on the key principles of hospitality revenue management.

As the industry's leading experts in revenue management, IDEaS Revenue Solutions – a SAS Company – has teamed with travel industry research authority PhoCusWright to deliver a superior educational experience at an affordable price.



Designed for organizations seeking to develop a more advanced revenue management culture, the MasterClass program harnesses the power of media to allow travel professionals to learn directly from a preeminent revenue management expert. This one-day seminar combines interactive e-learning, classroom activities and instructor guidance for up to 25 attendees.

Learn directly from a world-renowned revenue management expert.

Each of seven modules presented during the seminar is preceded with commentary from Dr. Ravi Mehrotra, president and chief scientist at IDEaS Revenue Solutions. Dr. Mehrotra shares over 25 years of revenue management expertise to share key strategies and tactics, providing insight into concepts such as market segmentation, pricing and forecasting.

Maximize understanding and retention via the unique MasterClass pedagogy.

The Revenue Management MasterClass combines the latest technology with group collaborative learning. Attendees benefit from an immersive rich media experience within a live classroom setting. Instructor guidance encourages attendee engagement throughout the seminar, increasing both understanding and retention.

Key Benefits

- Improved results by increasing your team's Revenue Management expertise
- Learning from industry experts
- Advance your organization's Revenue Management culture
- Superior quality education at an affordable price
- Minimal operational downtime with an efficient one-day program
- Rich media experience within a live classroom setting that improves engagement

Benefit from superior-quality education at an affordable price.

The MasterClass approach enables hoteliers to overcome the high costs of hiring subject matter experts or traveling off-site. The efficient one-day program brings the expert to the audience, providing an unequalled educational experience while minimizing employee time away from daily tasks.

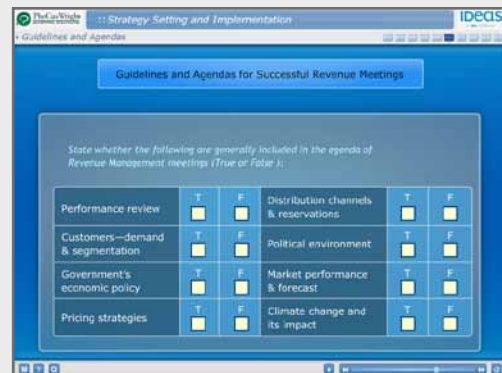
Empower employees throughout your organization to master the fundamentals of revenue management.

IDeaS delivers content tailored for hoteliers that clearly and effectively explains the revenue management discipline. The sessions are ideal for attendees representing a broad range of departments, including revenue management, sales, catering, front office, reservations, food and beverage, and housekeeping.

The Revenue Management MasterClass can help your organization boost its revenue management expertise and optimize results. Contact IDeaS today to learn more.



Overview of the Revenue Management topics covered in the class



The seminar combines interactive e-learning, classroom activities and instructor guidance

For more information, visit:

www.ideas.com

www.ideas.com

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DRIVING BETTER REVENUE