

EXECUTIVE EDUCATION PROGRAM 2015

PRODUCTIVITY MANAGEMENT IN HOSPITALITY INDUSTRY: INTEGRATING MARKETING AND FINANCE

23 - 25 April 2015
Berry Biz Hotel
Jln. Sunset Road No. 99,
Kuta – Bali

Knowledge Sharing Sessions with
Leading Local Guest Speakers and
Discussion of World-Class Case Studies

FREE

Marketeers Magazine (Latest Edition)

The New Strategic
Marketing Management
in Hospitality Industry

Productivity Management
In Hospitality Industry:
Integrating Marketing & Finance

The New Strategic
Sales Management
in Hospitality Industry

The New Strategic
Service Management
in Hospitality Industry

The New Leadership
in Hospitality Industry

ABOUT EXECUTIVE EDUCATION PROGRAM



Executive Education Program is an exclusive program where participants will get comprehensive knowledge on sales, brand, service, integrating marketing and finance, and leadership. This program takes place at Berry Biz Hotel Bali for 3 days and exclusively designed for executives from hospitality industry with 10 years of experience who are preparing themselves and their companies to compete in the more than ever challenging business world. In this workshop, participants will gain in-depth insight for each topic with the assistance from our experienced facilitators and top level business leaders as guest speakers.

The whole program will be facilitated by Mr. Hermawan Kartajaya and team. Participants can join every classes/topics over the course of 3 days or only in one of the chosen topic based on their professional responsibilities. During the Executive Education Program, participants will receive a combination of: lecture, local guest speaker's presentation, international case study, class and group discussion, also recent articles and research on respective field. This is designed to provide you with the latest update knowledge and to give you a solid platform on related subject. In addition, during the program participants will get valuable opportunity to interact and learn from world class speakers and with the other participants.

WHY SHOULD I ATTEND EXECUTIVE EDUCATION PROGRAM?

- To get an in-depth fundamental knowledge on related subject directly from Hermawan Kartajaya.
- Workshop materials are specially designed for executive level with 10 years of experience.
- The opportunities to meet and build network with other executives from hospitality industry.

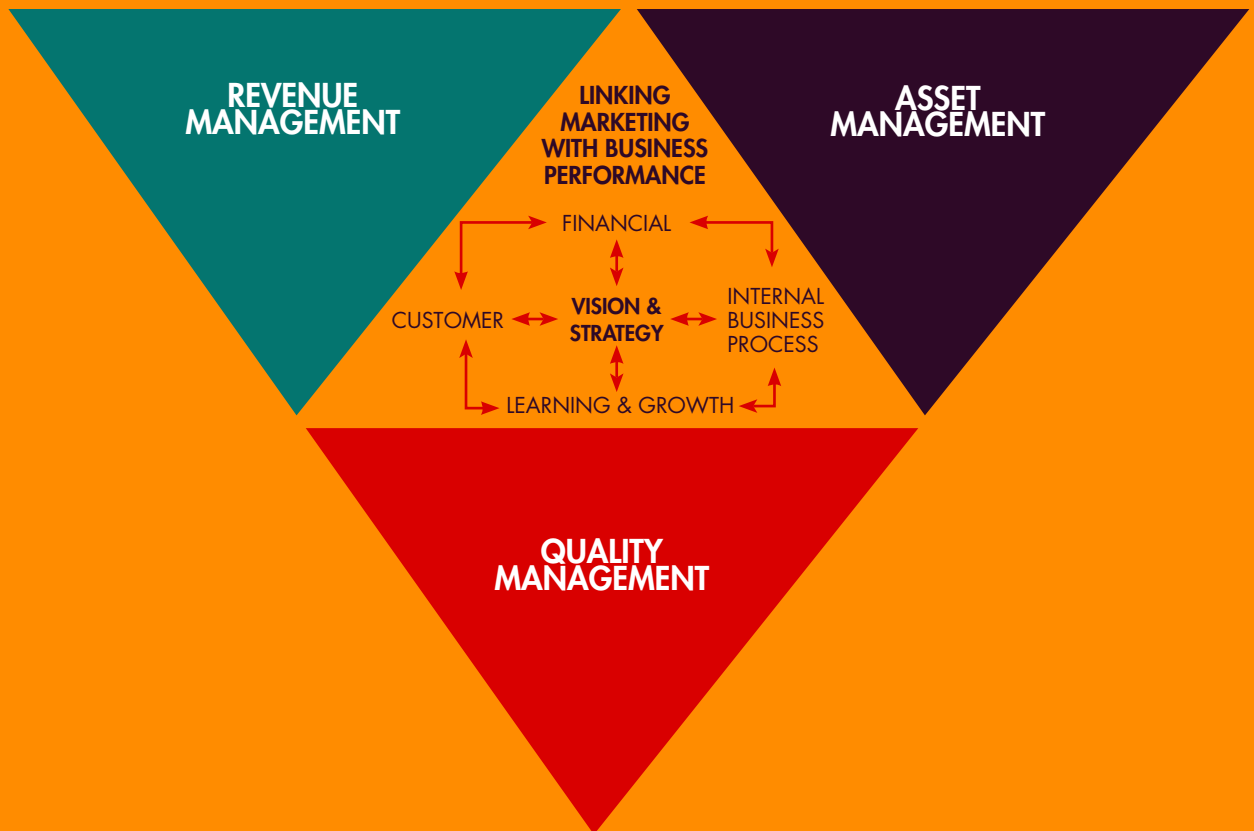
WHAT IS EXECUTIVE EDUCATION PROGRAM?

- A three-day exclusive program held at Berry Biz Hotel, Kuta, Bali.
- A program where conceptual and practical matters are discussed proportionally.
- A place for executives to sharpen their leadership skill at strategic and tactical marketing.

HOW IS MARKPLUS EDUCATION PROGRAM STRUCTURED?

- Comprise of complementary subjects: sales, brand, service, integrating marketing and finance, and leadership.
- Held for 3 days on Thursday, Friday and Saturday.
- Combination of several training methods:
 - Learning with the latest materials
 - Top level business leader as guest speakers
 - Local and international case study
 - Class and group discussion
 - Discussion on latest article/research

EXECUTIVE EDUCATION PROGRAM: **PRODUCTIVITY MANAGEMENT IN HOSPITALITY INDUSTRY: INTEGRATING MARKETING AND FINANCE**



KEY BENEFITS:

- Relevant concept and perspective on integrating marketing and finance.
- Technique and tools to increase company's marketing productivity.
- Discussing popular case study to have a better understanding on how to apply the conveyed theory and material.
- Sharing from companies that have successfully integrated marketing and finance.
- Group and class discussion which will give participants the chance to be pro-active during program.
- Specially-designed material for experienced executives.
- Networking with other executives from hospitality industry.

WHO SHOULD ATTEND:

- Leaders and companies' future leaders from tourism and hospitality industry who are responsible for developing marketing strategy.

PRODUCTIVITY MANAGEMENT IN HOSPITALITY INDUSTRY: INTEGRATING MARKETING AND FINANCE SCHEDULE & AGENDA

DAY 1 THURSDAY 23 APRIL 2015			DAY 2 FRIDAY 24 APRIL 2015			DAY 3 SATURDAY 25 APRIL 2015		
08.00 - 09.00	Registration	08.00 - 09.00	Registration	08.00 - 09.00	Registration	08.00 - 09.00	Registration	
09.00 - 10.30	EXECUTIVE SUMMARY: Linking Marketing to Finance Outcome	09.00 - 10.30	REVENUE MANAGEMENT: Pricing Strategy for Revenue Management	09.00 - 10.30	REVENUE MANAGEMENT: Pricing Strategy for Revenue Management	09.00 - 10.30	QUALITY MANAGEMENT: Enhancing Customer Value Effectively	
10.30 - 11.00	Networking Morning Break	10.30 - 11.30	ASSET MANAGEMENT: Principles and Practices in Hospitality Industry	10.30 - 11.00	Networking Morning Break	10.30 - 11.00	Networking Morning Break	
11.00 - 12.30	CORPORATE FINANCE FOR MANAGER: Understanding Basic Elements of Managerial Finance	11.30 - 13.30	Friday Prayer & Lunch Break	11.00 - 12.30	Friday Prayer & Lunch Break	11.00 - 12.30	QUALITY MANAGEMENT: Process Innovation in Hospitality Industry	
12.30 - 13.30	Lunch Break			12.30 - 13.30	Lunch Break	12.30 - 13.30	Lunch Break	
13.30 - 14.15	GUEST SPEAKER: Bali Sobek	13.30 - 14.15	GUEST SPEAKER: The Kunja Villa	13.30 - 14.15	GUEST SPEAKER: The Kunja Villa	13.30 - 14.15	GUEST SPEAKER: Royal Pitamaha	
14.15 - 15.00	GLOBAL CASE STUDY: Hotel Perennial: Making and Investment Decision	14.15 - 15.00	GLOBAL CASE STUDY: Kimpton Hotels: Setting Prices on Pricelines	14.15 - 15.00	GLOBAL CASE STUDY: Kimpton Hotels: Setting Prices on Pricelines	14.15 - 15.00	GLOBAL CASE STUDY: We are Sorry: Sedang Prestige Resort	
15.00 - 15.30	Networking Afternoon Break	15.00 - 15.30	Networking Afternoon Break	15.00 - 15.30	Networking Afternoon Break	15.00 - 15.30	Networking Afternoon Break	
15.30 - 16.30	CASE STUDY: CLASS DISCUSSION	15.30 - 16.30	CASE STUDY: CLASS DISCUSSION	15.30 - 16.30	CASE STUDY: CLASS DISCUSSION	15.30 - 16.30	CASE STUDY: CLASS DISCUSSION	
16.30 - 17.00	UPDATED PERSPECTIVES Pricing for Revenue Enhancement in Asian and Pacific Region Hotels: A Study of Relative Pricing Strategies	16.30 - 17.00	UPDATED PERSPECTIVES Common Global and Local Drivers of RevPar in Asian Cities	16.30 - 17.00	UPDATED PERSPECTIVES Common Global and Local Drivers of RevPar in Asian Cities	16.30 - 17.00	Putting It All Together	

FACILITIES



Business Center



Concierge



Musholla



Wi-Fi



Accommodation

WORKSHOP FACULTY



Dr. (H.C.) Hermawan Kartajaya
Founder & Chief Executive Officer
MarkPlus, Inc.



Dr. Jacky Mussry
Vice President &
Chief Operating Officer
MarkPlus, Inc.
Dean of MarkPlus Institute



Reza Sunardi
General Manager (GM)
Padma Resort Ubud

WORKSHOP LEADER THE GURU

Hermawan Kartajaya is one of the '50 Gurus Who Have Shaped the Future of Marketing' according to Chartered Institute of Marketing from United Kingdom. In 2009, Hermawan Kartajaya received Distinguished Global Leadership Award from Pan Pacific Business Association-USA. In addition, Institut Teknologi Sepuluh Nopember (ITS) Surabaya honored him Honoris Causa for his contribution in expanding Indonesia's marketing world.

He has written 6 international books together with Philip Kotler in the past 14 years including 'Marketing 3.0' that has been translated into more than 20 languages. Hermawan Kartajaya is an experienced consultant with more than 20 years of experience.

WORKSHOP DIRECTOR THE DEAN

Jacky Mussry has more than 17 years of experience as a consultant and has written few books. He adapted the book of Services Marketing by Christopher Lovelock and Jochen Wirts into Indonesian context. Jacky Mussry received his Diploma in Civil Engineering from Institut Teknologi Sepuluh Nopember (ITS) and finished his Bachelor Degree in Economic, Master Degree in Management and his Doctorate in Strategic Management in University of Indonesia. He also held the Certified Professional Marketer (Asia-Pacific).

WORKSHOP LECTURER THE HOSPITALITY SPECIALIST

He is an enigmatic person, a specialist in Positioning, Sustainable Competitive Advantage and Brand Management. Reza call himself as a Game Changer who often implement Strategic Change Management successfully. His tenure for 23 years in Hotel and Hospitality industry bring him to be the Experience and Value Creator. Recently he followed the General Manager Program at Cornell University – School of Hotel Administration in New York

WORKSHOP **CONTENT OVERVIEW**

DAY 1: THURSDAY, 23 APRIL 2015

SESSION

DESCRIPTION

EXECUTIVE SUMMARY:

Linking Marketing to Finance Outcome

- The importance of measuring and optimizing marketing productivity for financial gain
- General stages to integrate marketing and finance in hospitality industry

CORPORATE FINANCE FOR MANAGER:

Understanding Basic Elements of Managerial Finance

- Basic understanding of financial statement analysis
- Understanding corporate finance for manager: investment decision, financing decision and working capital management

GUEST SPEAKER:

Bali Sobek

Bali Sobek is the first adventure company of its kind in Bali. Participants will learn how it analyzes its financial statement and makes marketing investment decisions

GLOBAL CASE STUDY:

Hotel Perennial: Making and Investment Decision

This case shows participants how an investment decision in hospitality industry can go beyond simply crunching numbers and projecting an internal rate of return

UPDATED PERSPECTIVES

Pricing for Revenue Enhancement in Asian and Pacific Region Hotels: A Study of Relative Pricing Strategies

This report explores pricing strategies for competitive hotels in 14 different Asian-Pacific countries based on comparing average percentage differences in occupancies, average daily rates (ADR), and revenue per available room (RevPAR).

DAY 2: FRIDAY, 24 APRIL 2015

SESSION

DESCRIPTION

REVENUE MANAGEMENT:

Pricing Strategy for Revenue Management

- Understanding demand fluctuation in hospitality industry
- Price elasticity and revenue management
- Setting and communicating price in hospitality industry

ASSET MANAGEMENT:

Principles and Practices in Hospitality Industry

- Understanding the asset management process, from ownership's objectives to conclusion of the investment
- Components of asset management plan

GUEST SPEAKER:

The Kunja Villa

Participants will learn how these uniquely designed Bali luxury villas managed their asset and set their price based on demand fluctuation.

GLOBAL CASE STUDY:

Kimpton Hotels: Setting Prices on Pricelines

This case shows participants how the director of revenue management try to improve revenues during periods of low occupancy at the hotel.

UPDATED PERSPECTIVES

Common Global and Local Drivers of RevPar in Asian Cities

This study examines the common global and local factors that drive changes in revenue per available room (RevPAR) in eight major Asian cities.

DAY 3: SATURDAY, 25 APRIL 2015

SESSION**DESCRIPTION****QUALITY MANAGEMENT:**

Enhancing Customer Value Efficiently

- Understanding the formula of customer value and how companies can efficiently improve theirs
- Enhancing customer value in hospitality industry with extraordinary service

QUALITY MANAGEMENT:

Process Innovation in Hospitality Industry

- Controlling core processes in hospitality industry (routine delivery, complaint handling, etc)
- Managing process innovation for quality improvement

GUEST SPEAKER:

Royal Pitamaha

Participants will learn how these Bali luxury resorts managed their service quality to maintaining their brand value with accountable cost formula

GLOBAL CASE STUDY:

We are Sorry: Sedang Prestige Resort

This case shows how a globally branded North American hotel chain disregarded the basic tenets of maintaining their global brand promise, ignored generally accepted customer service standards and failed to instigate delivery failure recovery.

Putting it All Together

Participants will review everything that they have learned in the past three days. They are expected to get practical insight to increase their company's productivity.



PRODUCTIVITY MANAGEMENT IN HOSPITALITY INDUSTRY: INTEGRATING MARKETING AND FINANCE

COMPANY DETAILS

Company Name	:		
Type of Business	:		
Address	:		Postal Code:
Contact Person	:		
Position	:		
Phone	:		Fax:
Mobile	:		
E-mail	:		

PERSONAL DETAILS

1. Name	:		
Position	:		
Mobile	:		E-mail:
2. Name	:		
Position	:		
Mobile	:		E-mail:
3. Name	:		
Position	:		
Mobile	:		E-mail:

Payment can be transferred to
PT MarkPlus Indonesia
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Account number 308 302 8676

Kindly send the receipt of payment to
fax number +62 21 5790 2339 or
e-mail it to workshop@markplusinc.com

TUITION FEE (EXCLUDE ACCOMODATION)	One person: IDR 15 Million One team of three persons: IDR 36 Million
TUITION FEE (INCLUDE ACCOMODATION*)	One person: IDR 17.3 Million One team of three persons: IDR 42 Million
CONTACT	<div>NALENDRA +62 811 3888 777 nalendra.pradono@markplusinc.com</div> <div>ANITA +62 8133 7322 832 anita.tangkulung@markplusinc.com</div>

*Accommodation at Berry Biz Hotel, Deluxe Room, 4 Nights, 1 Room for 1 Person, including breakfast (onlu)

"Best 3 days workshop I ever participat! Materi yang dibawakan sangat mendalam tapi dibawakan dengan metode serta bahan yang sangat 'membumi' sehingga sangat mudah dicerna. Seluruh fasilitator sangat menguasai materi yang dibawakan dan materinya relevan dengan kondisi industry terkini. Overall it was fruitful smart workshop."
Ricky Theodores – Chief Operating Officer of Parador Hotels & Resorts

"Seminar ini merupakan kombinasi antara para speaker yang sangat berpassionate, materi yang dalam, praktikal, serta mengikuti perkembangan zaman. Experience baru dalam seminar yang saya dapatkan yaitu grup diskusi yang sangat engaging dan menghasilkan kerangka berfikir yang baru bagi peserta. Well done MarkPlus!!"
Helmy – Garuda Hotel Plaza Medan

"Superb and extraordinary workshop, excellenct concept, highly competence facilitators, excellence case study and best practices."
Ngurah Budiasa – STP Bali

"EEP MarkPlus sangat WOW!!! Ikutan workshop ini 3 hari, ilmunya setara dengan kuliah pemasaran 3 semester. Teori dijelaskan langsung dengan applicable tips & tools!"
Charlie – Phd Tourism Program from Victoria University Australia



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