



The HBAA Academy 2011/12

Your training route to success

In 2009, the HBAA introduced its new training initiative – the HBAA Academy. The HBAA Academy offers a structured ‘route to success’ which recognises achievement for the individual, their employer and the industry. The Awards support the personal development and commitment of an individual to deliver best practice within the industry.

Academy awards – recognising commitment

From the first course you attend you are welcomed as a member of the HBAA Academy and following your attendance, you will receive a certificate that confirms you have enrolled.

The Award Levels are achieved through attending a number of HBAA Academy Courses

Bronze –after attending just 2 courses you gain a bronze certificate and are recognised in the roll of honour

Silver – after 4 courses you are invited to the Annual Forum to receive your silver certificate

Gold – after 6 courses you are invited to attend the Annual Forum with Dinner

Platinum – after 9 courses you will receive a special award at the Annual forum and will be invited to join the HBAA Training Committee

Academy rules – opportunities without barriers

The HBAA Training Academy is open to everyone – neither you nor your employer needs to be a member of the Association. There is no time limit on how long it takes you to reach the next level so you can continue to work your way up for as long as you are in the industry. A change of employer does not affect your route to success so your Awards become transferable as you progress in your career.

Course Title	Content	This course is for you if...	Trainer	Date and Time 2011	Location
Selling Skills – Stage 1	<ul style="list-style-type: none"> Structuring the sale Uncovering and meeting the customers' needs Building long term relationships 	You are a sales person doing pro-active face to face sales	Rosemary Bannister	Wed 14 th Sep	Birmingham
Negotiating to Win – Stage 1	<ul style="list-style-type: none"> The stages of negotiation Using non-financial elements How to haggle 	You quote on business, deal with enquiries or negotiate with venues	Rosemary Bannister	Thurs 15 th Sep	Birmingham
Managing the Sales Effort	<ul style="list-style-type: none"> Sales management styles and their impact Planning, organising, controlling, leading Action centred leadership for sales 	If you are responsible for sales in your organisation	Helen Sandman	Tues 20 th Sept	London
Successful Digital Marketing Part 2	<ul style="list-style-type: none"> Online profiles Writing for social media Best practice & planning for your business 	You are already using online marketing in the work place and social media eg, LinkedIn, Facebook or Twitter	Anne-Marie Hanlon	Wed 28 th Sept	London
Be a Better Manager	<ul style="list-style-type: none"> Advanced coaching techniques Appraising staff Conducting disciplinary reviews that meet ACAS guidelines 	If you are an experienced manager but want to get more out of your team	Michael Heath	Tues 4 th Oct	London
Winning Competitive Tenders	<ul style="list-style-type: none"> Identify the tenders you wish to respond to Create stakeholder communication plans Draft a relevant and appropriate response 	You are an agent who gets involved in tender bids or a venue who wants to learn more.	Helen Sandman	Thurs 6 th Oct	London
Cold calling on the telephone	<ul style="list-style-type: none"> Earning the right to proceed Tracking down the decision maker Using your voice to gain the advantage 	You have to 'cold call' prospective customers by phone	Nina Lovatt	Thurs 13 th Oct	Birmingham
Selling Skills – Level 2	<ul style="list-style-type: none"> Relationship selling Understanding behaviour Advanced communication skills 	If you do sales and have a minimum of 9 in your role or have completed Level1	Rosemary Bannister	Tues 25 th Oct	London
Negotiating to Win – Stage 2	<ul style="list-style-type: none"> The games people play The 3 negotiator profiles and how to deal with each Advanced listening skills 	If you negotiate complex 'deals' with clients or have completed Stage 1 and want to build your skills	Rosemary Bannister	Wed 26 th Oct	London

Course Title	Content	This course is for you if...	Trainer	Date and Time 2011/2012	Location
Account Management	<ul style="list-style-type: none"> Identifying who needs an account plan Tools to analyse your customer Putting an account plan together 	If you manage and are expected to build business from existing customers	Rosemary Bannister	Tues 1 st Nov	London
How to Take Better Conference Enquiries	<ul style="list-style-type: none"> A smarter approach to converting enquiries Understanding the client's motivations Yield management in the conference market 	You take conference enquiries as an agent or a venue/hotel	Nina Lovatt	Wed 2 nd Nov	London
Major Account Sales	<ul style="list-style-type: none"> How to establish & deliver corporate wins Simple process for managing complexity Building a business pipeline 	Business development personnel looking to bring on board "big ticket" accounts.	Rene Lamarque	Tues & Wed 15&16 Nov 2 days	Midlands
Pro-active Sales	<ul style="list-style-type: none"> Understanding your role in the sales process Uncovering customer needs through questioning Closing the sale 	You take reservations and conference enquiries but are expected to be more than an order taker	Nina Lovatt	Thurs 17 th Nov	Birmingham
Improving Personal Effectiveness	<ul style="list-style-type: none"> Controlling your reactions when stressed Assertively making yourself heard Influencing others to your viewpoint 	If you are experienced in your role but want to be more assertive and effective in the workplace	Michael Heath	Tues 22 nd Nov	London
Practical Public Relations	<ul style="list-style-type: none"> How to write newsworthy press releases Pitching idea to journalists How to keep your story fresh & alive 	Sales & Marketing Executives to Managers	Andrew White	Tues 6 th Dec	London
Presentation Skills Level 1	<ul style="list-style-type: none"> Structuring the presentation to your audience Controlling your nerves Making your presentation come alive 	Present to customers and conferences or internal meetings	Rosemary Bannister	Thurs 8 th Dec	London
Project Management	<ul style="list-style-type: none"> What is a successful project? Planning, monitoring and controlling the work Personality types and team dynamics. 	You manage a distinct piece of work with a start, an end and an objective	Lee Price	Thurs 26 th Jan	London
Selling Skills – Stage 1	<ul style="list-style-type: none"> Structuring the sale Uncovering and meeting the customers' needs Building long term relationships 	You are a sales person doing pro-active face to face sales	Rosemary Bannister	Wed 15 th Feb	London

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Negotiating to Win – Stage 1	<ul style="list-style-type: none"> The stages of negotiation Using non-financial elements How to haggle 	You quote on business, deal with enquiries or negotiate with venues	Rosemary Bannister	Thurs 16 th Feb	London
How to turn Managers into Leaders	<ul style="list-style-type: none"> Differentiating between leadership and management Characteristics of effective leadership 	<ul style="list-style-type: none"> Middle to senior level managers HR and training personnel 	Juliette Alban-Metcalf	Tues 21 st Feb	London
How to Take Better Conference Enquiries	<ul style="list-style-type: none"> A smarter approach to converting enquiries Understanding the client's motivations Yield management in the conference market 	You take conference enquiries as an agent or a venue/hotel	Nina Lovatt	Wed 22 nd Feb	London
Skills for New Managers	<ul style="list-style-type: none"> Employee Motivation techniques Developing and Coaching staff Managing Difficult employees 	You are a team leader, supervisor or a first time manager	Michael Heath	Tues 13 th March	London
Complaint Handling and Good Customer Service	<ul style="list-style-type: none"> Dealing with difficult customers Handling complaints without taking it personally Developing Assertive Behaviour 	You have to deal with complaints	Nina Lovatt	Wed 14 th March	London
The Brand Called You	<ul style="list-style-type: none"> Self perception The wheel of performance Marketing your brand and measuring success 	This workshop is ideal for personal development and performance improvement	Nina Lovatt	Thurs 22 nd March	London
Successful Business with Social Media Part 1	<ul style="list-style-type: none"> Understanding different forms of search marketing Successful e-mail marketing Measuring inputs/outputs of social media marketing 	For those new to or recently responsible for on-line marketing	tba	Thurs 29 th March	Birmingham
Presentation Skills Level 1	<ul style="list-style-type: none"> Structuring the presentation to your audience Controlling your nerves Making your presentation come alive 	Present to customers and conferences or internal meetings	Rosemary Bannister	Thurs 12 th April	Birmingham
Major Account Sales	<ul style="list-style-type: none"> How to establish & deliver corporate wins Simple process for managing complexity Building a business pipeline 	Business development personnel looking to bring on board "big ticket" accounts.	Rene Lamarque	Tues & Wed 17&18 April 2 days	Midlands

Course Title	Content	This course is for you if...	Trainer	Date and Time 2012	Location
Winning Competitive Tenders	<ul style="list-style-type: none"> Identify the tenders you wish to respond to Create stakeholder communication plans Draft a relevant and appropriate response 	You are an agent who gets involved in tender bids or a venue who wants to learn more.	Helen Sandman	Tues 24 th April	Birmingham
Pro-active Sales	<ul style="list-style-type: none"> Understanding your role in the sales process Uncovering customer needs through questioning Closing the sale 	You take reservations and conference enquiries but are expected to be more than an order taker	Nina Lovatt	Thurs 26 th April	London
Cold calling on the telephone	<ul style="list-style-type: none"> Earning the right to proceed Tracking down the decision maker Using your voice to gain the advantage 	You have to 'cold call' prospective customers by phone	Nina Lovatt	Thurs 10 th May	London
Improving Personal Effectiveness	<ul style="list-style-type: none"> Controlling your reactions when stressed Assertively making yourself heard Influencing others to your viewpoint 	If you are experienced in your role but want to be more assertive and effective in the workplace	Michael Heath	Tues 15 th May	London
Account Management	<ul style="list-style-type: none"> Identifying who needs an account plan Tools to analyse your customer Putting an account plan together 	If you manage and are expected to build business from existing customers	Rosemary Bannister	Thurs 17 th May	Birmingham
Managing the Sales Effort	<ul style="list-style-type: none"> Sales management styles and their impact Planning, organising, controlling, leading Action centred leadership for sales 	If you are responsible for sales in your organisation	Helen Sandman	Tues 22 nd May	London
Skills for New Managers	<ul style="list-style-type: none"> Employee Motivation techniques Developing and Coaching staff Managing Difficult employees 	You are a team leader, supervisor or a first time manager	Michael Heath	Thurs 2 nd June	London
Major Account Management	<ul style="list-style-type: none"> Understanding complexity of major accounts Supporting client goals Integrating your team into the plan 	Account management and customer care personnel responsible for major accounts	Rene Lamarque	Tues 23 rd May	London/ Heathrow
Close more Business during the Showround	<ul style="list-style-type: none"> The structure of a showround or fam trip Showround Do's and Don'ts Effective selling techniques 	For those who conduct showrounds or you are an agent who accompanies clients on showrounds	Nina Lovatt	Thurs 21 st June	London

HBAA Academy – general booking information

Courses shown in **blue** are new for 2011/12

All course venues will be indicated on the website no later than three months prior to the date they are due to run.

All courses commence at 9:30 and finish no later than 17:30

Fees cover all course materials, refreshments and lunch at the venue.

How to book

Simply go to HBAA website; www.hbaa.org.uk and select Training, click on the course you're interested in and sign up.

All courses fees are shown on the website and offer great value, from £165.00 plus VAT per person for Members/Partners, £205 plus VAT per person for Non-Members.

If you have any specific queries relating to a course or the HBAA Academy, you can email the HBAA Executive Office, academy@hbaa.org.uk Or phone 0845 603 3349

