



The HBAA Academy 2010

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 2010	Location
Face to Face 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 HT Training Ltd	Tues 16 th Feb	London
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 HT Training Ltd	Wed 17 th Feb	London
Presentation Skills	<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 HT Training Ltd	Wed 3 rd March	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	Peter Rand	Thurs 4 th March	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 Michael Heath Consulting	Thurs 18 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 HT Training Ltd	Tues 23 rd March	London
Pro-active Sales for Reservations and Conference Co-ordinators	<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 HT Training Ltd	Tues 13 th April	London
Creating Winning 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 MG Training Solutions Ltd	Thurs 15 th April	London

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Social Networking – it's contribution to your business	<ul style="list-style-type: none"> • Trip Advisor – friend or foe? • How to mine Linked-in, Face Book etc • When did you last tweet! 	You would like to know more about on-line marketing	David Taylor 2010media	Tues 20 th April	London
Communicate with Power – an introduction to NLP	<ul style="list-style-type: none"> • Learn how to relate easily to others • Create compelling business and personal goals • How to get into a positive state 	You want to gain an insight into how NLP helps with development of rapport, self control and meaningful goals	Gary Uffendell Cybele Training & Consultancy	Thurs 29 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	Rosemary Bannister HT Training Ltd	Thurs 6 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 Michael Heath Consulting	Tues 11 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 HT Training Ltd	Tues 18 th May	London
Recruit the Right Talent	<ul style="list-style-type: none"> • Essential preparation before you interview • Identifying the 'deal breakers' in any job role • Great questions that probe a candidate's capability and motivation 	If you interview and recruit	Michael Heath Michael Heath Consulting	Tues 25 th May	London
Time Management Made Easy	<ul style="list-style-type: none"> • Identifying your time management demons • How and what to prioritise • Eliminating time wasters 	You never seem to have enough hours in the day!	Rosemary Bannister HT Training Ltd	Wed 9 th June	London
Working your way through the Contract Jungle	<ul style="list-style-type: none"> • Understanding the legal jargon • Cancellation fees ... best practice • Negotiation of T's and C's 	If you work for Venue or Agent and sign the T & C's	Peter Rand	Tues 15 th June	London
Managing the Sales Effort New Date	<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 MG Training Solutions Ltd	Thurs 17 th June	London

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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 	You work in a venue/hotel and conduct showrounds or you are an agent who accompanies clients on showrounds	Nina Lovatt HT Training Ltd	Tues 22th June	London
Creating Winning 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 MG Training Solutions Ltd	Thurs 24 th June	London
Yielding in a challenging market	<ul style="list-style-type: none"> The theory of demand led pricing Setting your seasons Flexible pricing 	Want a better understanding of and know how to flexi price your venue	Rosemary Bannister HT Training Ltd	Thurs 8 th July	London
Face to Face Selling Skills – Level 1 NEW DATE	<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 HT Training Ltd	Tues 14 th Sept	Milton Keynes
Negotiating to Win - Stage 1 NEW DATE	<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 HT Training Ltd	Wed 15 th Sept	Milton Keynes
Project Management – an introduction NEW DATE	<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 Polygon Consulting Ltd	Thurs 23 rd Sept	London
E-Marketing – an essential marketing tool	<ul style="list-style-type: none"> How search engines work and customers find you Your website E-newsletters and e-marketing 	Want to know about e-marketing and how to make your website work for you	Graeme Boyd Emanation	Wed 29 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 Michael Heath Consulting	Tues 5 th Oct	London
Managing the Sales Effort	<ul style="list-style-type: none"> Learning styles and their implications for sales people Measuring sales capability Developing and improving sales capability 	If you have responsibility for sales or those who have complete Stage 1	Helen Sandman MG Training Solutions Ltd	Thurs 7 th Oct	London

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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. HT Training Ltd	Thurs 14 th Oct	Milton Keynes
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 complete Stage 1 and want to build your skills	Rosemary Bannister HT Training Ltd	Tues 26 th Oct	London
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 HT Training Ltd	Wed 27 th Oct	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 HT Training Ltd	Tues 2 nd Nov	Oxford
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 HT Training Ltd	Wed 3 rd Nov	Coventry
Pro-active Sales for Reservations and Conference Co-ordinators	<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 HT Training Ltd	Thurs 16 th Nov	Coventry
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 Michael Heath Consulting	Tues 23 rd Nov	London
Presentation Skills	<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 HT Training Ltd	Thurs 9 th Dec	Coventry

HBAA Academy – general booking information

Courses shown in **blue** are new for 2010

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 £149.00 plus VAT per person for Members/Partners. £195 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

