Certified Revenue Manager

**Advanced Training and Certification
according to European Professional Standards**

ECRME

Contents

In an increasingly globalised and cross-linked world, employees in the hospitality and travel industry are faced with rapid changes in job-related requirements.

Whith new job profiles continously emerging, conventional education often struggles to keep pace. The European Association ECRME (European Center for Revenue Management Education) is determined to adress the challenges in the field of Revenue Management by offering European certified training courses.

Program

The course comprises 15 one-day modules in which participants will be introduced to the different aspects of Revenue Management. The transfer of learning to the real work environment is a crucial element of the course.

RM – Revenue Management		DM – Digital Marketing		EL – Electives	
RM01	Basic Concepts of Revenue Management	DM01	Distribution – Business Models und Systems	EL	5 modules by choice, e.g.
RM02	Strategic Revenue Management	DM02	Digital Marketing	EL1	Online Reputation Management
RM03	Revenue Management Operations	DM03	Social Media and Community Management	EL2	Basic Training Trust CRS
RM04	Total Revenue Management	DM04	Distribution strategy	EL3	Communication and Presentation Skills
RM05	Live application and case studies	DM05	Live application and case studies	EL4	Optimizing of Website and Booking Engine

Final Examination „Certified Revenue Manager ECRME"

The training course is divided into three "blocks" each consisting of 5 individual mo- dules. Part I focuses on Revenue Management, Part II on Distribution and Digital Marketing. Part III covers modules which can be individually selected by participants.

Each Module (of 1 day) will be assessed online. As soon as a participant passes all 5 modules of a block, a „certificate" will be awarded.

Passing all 15 Modules within 36 months qualifies to apply for the final examination. This examination consists of a Case study in which the candidate demonstrates how the knowledge gained was applied in real life, and a final interview. Participants passing all exams will be awarded the Certification „Certified Revenue Manager ECRME".

Participants should estimate between 12 and 18 months to complete this training.

Contents	Revenue Management (mandatory modules)

RM01 – Basic Concepts of Revenue Management

This module familiarizes the participants with the fundamental principals of modern Revenue Management. Apart from the basic concepts, i.e. Kimes „Strategic Levers of Revenue Management", their application („Demand Calendar") and the most important key figures/ratios are covered.

RM02 – Strategic Revenue Management

The focus is laid on mid- and longterm obejctives of Revenue Management. Key elements of this module are Compset, Positioning, benchmarking and performance monitoring.

RM03 – Revenue Management Operations

By structuring Revenue Management into daily, weekly and monthly tasks the application and operations side are demonstrated, discussed and familiarized. This includes the organisation and structure of Revenue Meetings, which can be applied directly in the participants hotel/organisation.

RM04 – Total Revenue Management

As in many companies Revenue Management is solely applied in Rooms Divisions, this module concentrates on the application in other revenue generating departments. For F&B, banquets and conferences, and Spa, examples get analysed, key benchmark figures developed and potential measures discussed.

RM05 – Live application and case studies

Aside of the familiarisation with the necessary theory, the knowledge transfer and application into the daily work life are central points of the program. To achieve this, tasks have to get resolved, in groups or as individuals, using real or ficticious examples. Upon request participants may use their own hotel/company as an example to work on during the course.

Contents	Digital Marketing (mandatory modules)

DM 01 - Distribution – Business Models und Systems

The majority of bookings today is either influenced or directly conducted through/with electronic booking systems. The participants are familiarized with common (electronic) booking channels, single image inventory and the challenges of maintaining the distribution network on a daily basis. A second focus of this modul are the various business- and contracting models of online booking platforms.

DM02 – Digital Marketing

Today, the proprietary website is the most important online booking channel for most hotels. It is in the center of its online marketing activities and has to satisfy certain minimum requirements. To be visible, attract customers and generate bookings, a number of instruments exist – starting with review platforms and search engine optimisations. This modul concentrates on how these instruments work and how they should be used in order to be successful.

DM03 - Social Media and Community Management

Social Media has evolved in the last years, with seemingly unlimited opportunities. Which measures should be taken for hotels/hospitality organisations? What needs to be practically considered to be successful with them? What is story telling, community Management and how can Social Media be utilized in the daily work? These are the key subjects of this module.

DM04 – Distribution Strategies

No other field in the hotel industry has evolved faster in the last years than online Distribution, and there are no signs of a slow-down. Continuous changes pose many challenges for hoteliers, and a rising entry hurdle. This module will provide a methodical approach to master online distribution. What are the targets, which systems should be used, where and how do they need to be interfaced, etc? The „layer model" describes the way of rates and availabilities to the points of sale and how reservations are transmitted to hotels. Costs and net revenue contribution per channel are other key subjects of the module.

DM05 - Live application and case studies

As already in Block 1 „Revenue Management" this module will challenge the participants with the transfer and application of the learned. They will analyse a hotel (the use of their own hotel/company is possible upon request) in a complex business case, determine strategic need areas and propose measures answering these needs.

Contents	Electives

The „Electives" offer the participants the opportunity to develop skills and knowledge further or to bridge gaps in their previous education. It is very flexible and can be adapted either individually or according to requirements of the employer. A growing number of elective modules offers the variety to focus i.e. on Financial Management, Leadership, Presentation or Communication Skills, or a deeper dive into Reservation/ Revenue Management Systems, Analytics, or Property Management Systems.

For hotelchains or –groups this provides the flexibility to adapt the ECRME education according to the specific requirements and systems used in the company. Also an integration into existing training programs through a „Dual Degree" is possible, and was already done in the past.

To offer a maximum flexibility of the program, participants have the possibility to request a qualification of already passed trainings as credits for the ECRME.

Inhouse Seminars

Starting with a minimum number of 7 participants, the organisation of the ECRME as an inhouse seminar/program may be feasible. Wherever possible, the tasks and examples will be replaced with the own hotel. Also a pre- and post program can be included. Kindly contact us for further information.

Costs and general terms & conditions

		CHF/EUR
Training Module	Standard (single module) per modul, incl. test	450,--
	SHMA & HSMA members (reduced price)	350,--
	Block (consisting of 5 modules)	2.250.--
	SHMA & HSMA members (reduced price)	1.750,--
Test (Online or Offline)	Standard (single modules oder repetition), per test	40,--
Skill Cards	Offline Skill Card (Documentation of module participation)	35,--
	Administration fee (only applicable in case of loss/re-issuing of skill card)	300,--

All participation costs are inclusive of handouts, 2 coffee breaks and a light lunch during the seminars. The stated costs are exclusive of VAT.

A lodging recommendation for the training modules can be provided.

All stated costs are due 14 days prior to the start of the training. Overdue payment may result in refusal of participation or certification.

In case of less than 10 participants the organizer may cancerl/shift the training to a later date. This will be announced no later than 30 days prior to the start of the respective training.

Contact & Application	European Centre for Revenue Management Education (ECRME) c/o Leonhard, Weber & Partner Industriestrasse 10, CH-6010 Kriens, Schweiz
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