# MERCURY

# Advanced Guest Management Course

30 Dec 2024 - 03 Jan 2025
Lisbon (Portugal)

# Advanced Guest Management Course

**Ref.:**  15640_318316  **Date:**  30 Dec 2024 - 03 Jan 2025  **Location:**  Lisbon (Portugal)  **Fees:** 4900  **Euro**

## Introduction:

This advanced guest management course is designed for professionals seeking to enhance their skills in managing guest experiences across various settings, including hotels, events, and corporate environments. The course will delve into sophisticated strategies and tools necessary to provide exemplary guest services and ensure satisfaction and loyalty. Participants will explore advanced concepts in hospitality management, technology integration, and personalized guest interactions.

## Targeted Groups:

- Hospitality managers and professionals.
- Event coordinators and planners.
- Corporate guest relations managers.
- Customer service professionals.
- Anyone involved in managing guest experiences.

## Course Objectives:

At the end of this course, the participants will be able to:

- Develop and implement advanced guest management strategies.
- Utilize technology to enhance guest experiences.
- Design personalized guest service plans.
- Handle complex guest service challenges effectively.
- Analyze guest feedback and adapt strategies accordingly.

## Targeted Competencies:

- Advanced hospitality management.
- Strategic planning and execution.
- Technological proficiency in guest services.
- Personalized guest interaction.
- Problem-solving and conflict resolution.
- Data analysis and feedback integration.

# Course Content:

## Unit 1: Advanced Hospitality Management:

- Strategic Planning in Guest Management.
- Understand the guest journey.
- Setting objectives and KPIs for guest services.
- Develop a comprehensive guest management plan.
- Leadership in Guest Services.
- Lead and motivate guest service teams.
- Build a culture of excellence.
- Continuous improvement strategies.
- Financial Management.
- Budgeting for guest services.
- ROI of guest management initiatives.
- Cost-benefit analysis of guest service improvements.

## Unit 2: Technology Integration in Guest Services:

- Digital Guest Management Systems.
- Overview of guest management software.
- Integration with CRM and other systems.
- Data security and privacy considerations.
- Enhance Guest Experiences with Technology.
- Mobile apps for guest services.
- AI and chatbots in guest management.
- Virtual and augmented reality applications.
- Data Analytics and Guest Insights.
- Collecting and analyzing guest data.
- Use insights to personalize guest experiences.
- Predictive analytics for anticipating guest needs.

## Unit 3: Personalized Guest Interaction:

- Understand Guest Preferences.
- Methods for gathering guest preferences.
- Create guest profiles.
- Use preferences to tailor services.
- Customize Guest Experiences.
- Design bespoke service offerings.
- Personalized communication strategies.
- Leverage guest feedback for personalization.
- Manage VIP and High-Profile Guests.
- Protocols for VIP guests.
- Enhance privacy and security.
- Special requirements and bespoke services.

## Unit 4: Handling Complex Guest Service Challenges:

- Conflict Resolution Techniques.
- Identify and address guest complaints.
- Effective communication strategies.
- Negotiation and mediation skills.
- Crisis Management.
- Prepare for and manage crises.
- Communication during a crisis.
- Post-crisis evaluation and recovery.
- Legal and Ethical Considerations.
- Understand legal obligations.
- Ethical guest management practices.
- Handle sensitive situations with discretion.

## Unit 5: Analyzing and Adapting Strategies:

- Feedback Collection and Analysis.
- Design practical feedback tools.
- Analyze feedback for actionable insights.
- Implement changes based on feedback.
- Continuous Improvement in Guest Services.
- Establish a continuous improvement process.
- Benchmark and performance evaluation.
- Stay updated with industry trends.
- Case Studies and Best Practices.
- Review successful guest management cases.
- Learn from industry leaders.
- Apply best practices to your organization.

**Registration form on the :**
**Advanced Guest Management Course**

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