

destination Staffordshire

Support programme for tourism businesses



Staffordshire Excellence

# Five Star Tourism Academy

Workshops and Masterclasses guide



FUNDED BY:



**European Union**  
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***Destination Staffordshire  
Support for Tourism Businesses***  
is a fully funded programme  
supporting those in the  
tourism sector who want  
to grow their business, and  
win new customers who stay  
longer and spend more.

*The programme offers a range of business support in the following areas;*

- > Consultancy tailored to you and your company
- > Masterclasses
- > Webinars
- > Workshops

# Why Take Part?

There is something for everyone in the Academy; it is a practical and interactive opportunity to make improvements in a wide range of areas of your business from raising your profile on the right social media platforms, to guidance on recruiting and retaining the right people. With tips and techniques that you can easily transfer back into your own business, participating in the Academy will help you to:

- > *Attract more customers*
- > *Keep your visitors longer and get them spending more*
- > *Find and keep the right people*
- > *Create a high performing team*
- > *Develop the skills to grow your business*

*The modular learning approach gives participants the opportunity to progressively build on their knowledge and move from basic to advanced in most subject areas. Where delegates already feel confident in their foundational proficiencies, they can progress themselves straight to the advanced module.*



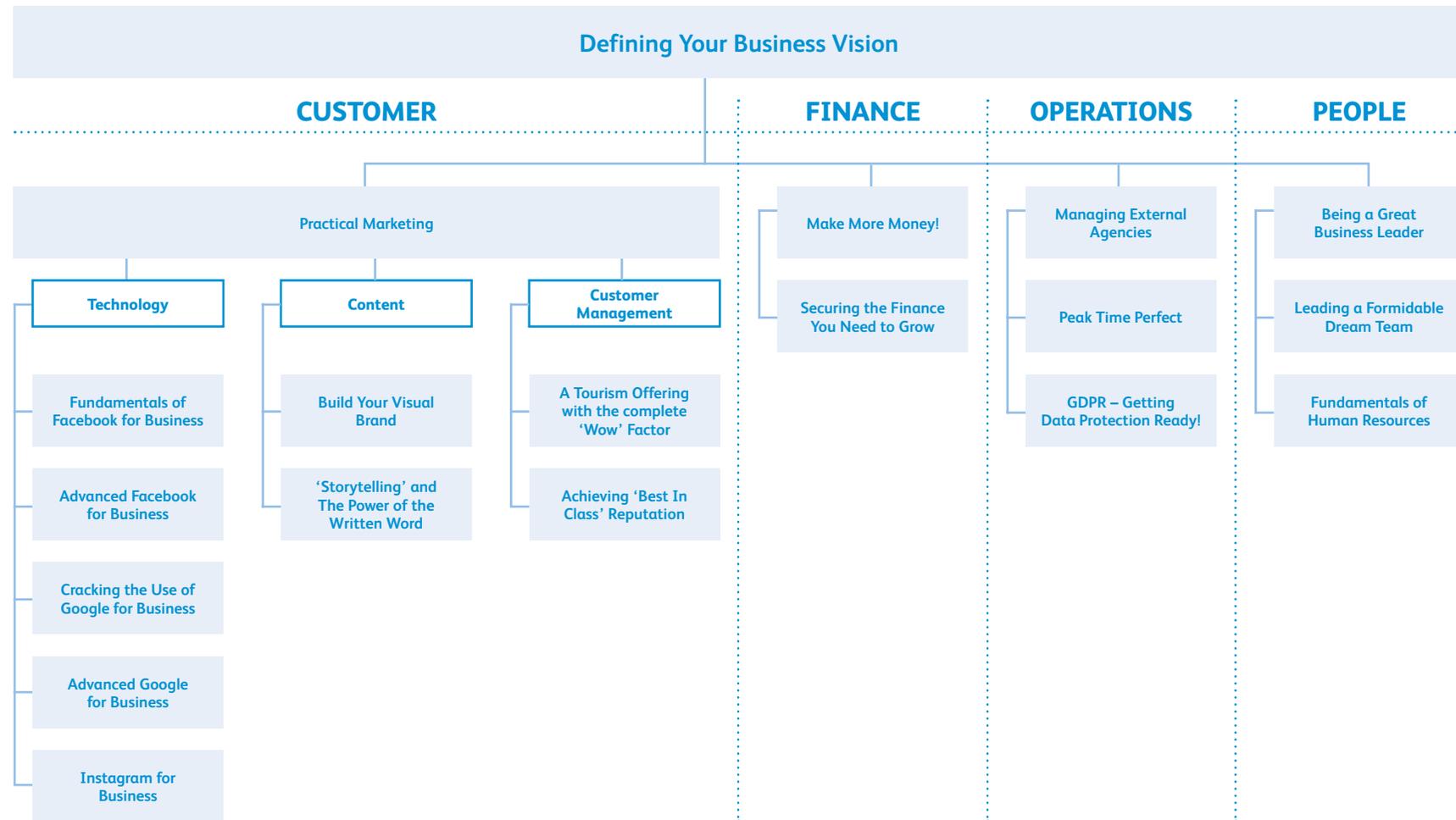
## Contents

|   |    |
|---|----|
| Workshop and Masterclass Structure .....                | 7  |
| Defining Your Business Vision .....                     | 8  |
| Practical Marketing .....                               | 10 |
| Fundamentals of Facebook for Business .....             | 12 |
| Advanced Facebook for Business .....                    | 13 |
| Cracking the use of Google for Business .....           | 14 |
| Advanced Google for Business .....                      | 15 |
| Instagram for Business .....                            | 16 |
| Build your Visual brand .....                           | 18 |
| 'Storytelling' and the Power of the Written Word .....  | 19 |
| A Tourism Offering with the complete 'Wow' Factor ..... | 21 |
| Achieving 'Best In Class' Reputation .....              | 22 |
| Make More Money! .....                                  | 24 |
| Securing the Finance You Need to Grow .....             | 25 |
| Managing External Agencies .....                        | 27 |
| Peak Time Perfect .....                                 | 28 |
| GDPR – Getting Data Protection Ready! .....             | 29 |
| Being a Great Business Leader .....                     | 31 |
| Leading a Formidable Dream Team .....                   | 32 |
| Fundamentals of Human Resources .....                   | 33 |
| Recommendations .....                                   | 34 |
| Your Learning Journey .....                             | 35 |





# Workshop and Masterclass Structure



# Defining Your Business Vision (WORKSHOP)

If you don't know where you're going or what your goal is, all roads lead there!

Having a clear business strategy is critical for you to help shape and grow your business. The Academy kicks off by starting with the end in mind, helping you to determine where it is that you're going so you can then plan how to get there.

No reams and reams of paperwork; a clear, well-defined direction of travel to help your business fly. That's the aim of this session.

|                       |  |
|-----------------------|--|
| <b>Who is it for?</b> | <i>Owners/Senior Managers with business planning and growth responsibility</i> |
| <b>Pre-requisites</b> | <i>None</i>  |
| <b>Time required</b>  | <i>3 hours</i>   |
| <b>Progression</b>    | <i>Customer/People components of the Academy</i>                               |

# Customer



# Practical Marketing (WORKSHOP)

Forget the theory and let's get down to brass tacks. This workshop gives you a grasp of marketing essentials so that you can increase the visibility of your tourism business and get more people enjoying what you have to offer.

Thrill-seekers, Nature-Lovers, History-Lovers, Ageless Travellers and Food Tourists. Have you fully considered all of your potential clientele and how to reach them? We will cover;

- The 'Modern Traveller's Psyche' – planning, booking, buying
- Online/Offline marketing
- Using your networks – existing and new
- Putting a marketing plan together
- PR - How to get your message out via the right channels

|                       |  |
|-----------------------|--|
| <b>Who is it for?</b> | <i>Owners/Senior Managers with business planning and growth responsibility</i> |
| <b>Pre-requisites</b> | <i>Business Plan workshop or defined business plan in place</i>                |
| <b>Time required</b>  | <i>3 hours</i>   |
| <b>Progression</b>    | <i>Technology, Content or Customer Management</i>                              |

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# Customer > Technology



# Fundamentals of Facebook for Business (WORKSHOP)

You've been told you need a Facebook page? That's because it continues to dominate the social media landscape as a powerful force for marketing in business. Travel is increasingly becoming about a journey of discovery that people want to like, share and post to the world.

If you're at the beginning of your business Facebook story this workshop is for you!

This workshop will be an opportunity to correctly set up a Facebook page including optimising your page for your business. With your business story in mind, we will also cover how to construct a range of posts and content, how to start to build engagement and 'free' exposure to your venue via your visitors' experiences of it.

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| <b>Who is it for?</b> | <i>Business Owners<br/>Marketing Managers<br/>Those looking for ways to raise the profile of their business</i> |
| <b>Pre-requisites</b> | <i>Business Plan workshop or defined business plan in place</i>   |
| <b>Time required</b>  | <i>3 hours</i>  |
| <b>Progression</b>    | <i>Advanced Facebook or other technology workshop</i>   |

# Advanced Facebook for Business (WORKSHOP)

So you have mastered the Fundamentals of Facebook and have a page set up but think it could work harder for you?

This workshop will introduce a wider range of content ideas and audience engagement ideas, including Facebook LIVE & using video effectively. We will also work through Facebook Advertising and if it's right for you, Facebook Insights to help you track your user analytics, how they are engaged on your page and how you can use this data to develop and grow the impact of your Facebook page.

Nowadays, buyers filter prospective venues on the basis of the perspectives of those they trust; friends and influencers. Master Facebook and you have mastered the art of 'free' endorsement!

|                       |   |
|-----------------------|---|
| <b>Who is it for?</b> | <i>Business Owners<br/>Marketing Managers<br/>Those looking for ways to raise the profile of their business</i>   |
| <b>Pre-requisites</b> | <i>You have either attended the Facebook Basics workshop or you already use Facebook regularly and are looking to grow your knowledge and experience.</i> |
| <b>Time required</b>  | <i>3 hours</i>  |
| <b>Progression</b>    | <i>Technology, Content, Externals or Customer Management</i>  |

# Cracking the use of Google for Business (WORKSHOP)

'To Google' has become common parlance to search on the internet and that is why you need to start by knowing the basics of the world's most popular search engine. This workshop is an ideal introduction to some of the necessary basics that you need to know to run your business effectively.

We will explore your website and social media presence and how they work together. We will also cover how to use a Google account, and Google + to best effect including creating a Google Place, Google reviews and images.

The workshop will also delve into how Google views your website and some simple steps you can take to improve the way your website is ranked by Google. Climb the ladder and catch your buyer's eye!

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| <b>Who is it for?</b> | <i>Business Owners<br/>Marketing Managers<br/>Those looking for ways to raise the profile of their business</i> |
| <b>Pre-requisites</b> | <i>Business Plan workshop or defined business plan in place</i>   |
| <b>Time required</b>  | <i>3 hours</i>  |
| <b>Progression</b>    | <i>Advanced Google Workshop</i>   |

# Advanced Google for Business (WORKSHOP)

Google is at the heart of all that we do online in business. This workshop is a follow up to our Introducing Google workshop and is ideal for businesses already using a Google account well, but that are looking to understand Google at a new level.

This workshop will ensure that you are using your Google account to best effect and how you can start using additional Google products like Google 360 & Google Analytics, which help you measure and improve the impact of your marketing. We will also look at how to track your audience activity and how they behave on your website and how you can use this information to build your business sales.

This workshop will also introduce Google advertising and how paying for ads might be of benefit to your business while not wasting money.

|                       |  |
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| <b>Who is it for?</b> | <i>Business Owners<br/>Marketing Managers<br/>Those looking for ways to raise the profile of their business</i>  |
| <b>Pre-requisites</b> | <i>You may have attended our Google Basics workshop or regularly use some Google products and are looking to build your knowledge and experience.</i>                                  |
| <b>Time required</b>  | <i>3 hours</i>   |
| <b>Progression</b>    | <i>You can follow this workshop up with one to one coaching or our Managing Externals course which includes how to engage the services of Google experts to support your business.</i> |

# Instagram for Business (WORKSHOP)

Wish-listing, inspiration and pre-planning. These are all becoming a much more prominent feature of the modern-day traveller's buying cycle. Attractions and venues have started using a range of immersive visualisation options to give travellers a clear idea of what to expect at their destination. Instagram is the perfect way to persuade travellers of the charm and allure of your destination.

Ideal for those not yet using Instagram or are only at the beginning of their Instagram journey. The workshop will help you optimise your Instagram set up and ensure that the account is linked to all your other relevant social media platforms. We will look at how to post great content and how to link that content to your other channels. As part of this content training, we will also help you understand the power of the hashtag and how to make the most of them as well as how to engage your audience in other ways.

Inspire and enthuse your audience in the right way and booking becomes irresistible!

|                       |   |
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| <b>Pre-requisites</b> | <i>Business Plan workshop or defined business plan in place</i>   |
| <b>Time required</b>  | <i>3 hours</i>  |
| <b>Progression</b>    | <i>Storytelling and the Power of the Spoken Word, Leading a Formidable Dream Team, GDPR- Get Data Protection Ready!</i> |

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# Customer > Content



# Build your Visual brand (WORKSHOP)

Customers buy in to brand – fact. A choice to have a cup of coffee from a specific coffee shop or only eat a certain brand of baked beans is down to the power of brand to influence buying decisions. Strong brands tend also to be accompanied by loyalty which means easy repeat business.

Understanding how your visual content impacts your business and what it says about your brand has never been more important.

This workshop is ideal for those who are successfully using social media already but are now looking to improve their visual content and align that content more clearly with their business brand. You will already have some digital skill and we will look at how to create amazing images, great infographics, impactful slideshows and text overlays. This workshop will help you develop these skills while fully understanding how your content helps strengthen your brand and how not to dilute it.

We will introduce different software that works best for your business with specific emphasis on Canva, PicMonkey and when out-sourcing design is best.

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| <b>Who is it for?</b> | <i>Business Owners<br/>Marketing Managers<br/>Those looking for ways to raise the profile of their business</i>                                     |
| <b>Pre-requisites</b> | <i>You will have either attended some of our social media basics workshops or you will have some experience in using social media for business.</i> |
| <b>Time required</b>  | <i>3 hours</i>  |
| <b>Progression</b>    | <i>Managing Externals' workshop</i>   |

# 'Storytelling' and the Power of the Written Word

(WORKSHOP)

A relatable business, one where customers have trust, confidence and belief in the brand; It is one where they will spend. The 'Death of Risk' is the term for the trust and confidence consumers seek to feel before they part with their hard earned cash.

This workshop will help you learn how to speak in the language of your intended audience and how to craft effective press releases that are engaging, memorable and that instil trust and buyer confidence in your clients' minds.

*Highlights include:*

- Why do we communicate
- PR explained
- Your story
- Working your media channels
- Writing a press release

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| <b>Who is it for?</b> | <i>Business Owners<br/>Marketing Managers<br/>Those looking for ways to raise the profile of their business</i> |
| <b>Pre-requisites</b> | <i>Business Plan workshop or defined business plan in place</i>   |
| <b>Time required</b>  | <i>3 hours</i>  |
| <b>Progression</b>    | <i>Instagram for Business, A Tourism Offering with the complete 'WOW' factor</i>                                |



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# Customer

## > Customer Management

# A Tourism Offering with the complete 'Wow' Factor

(MASTERCLASS)

Itineraries, tours and immersive experiences, the dreaming and planning process has become more extensive and complex than ever. Customers aren't looking to buy 'things'. 64% of global consumers would go so far as to say that experiencing an authentic culture is the most important thing to them on a holiday. Diversification in tourism comes from recognition that your product alone is not the reason to buy. What you are actually selling is a whole package that is designed to put a smile on the face of your customer.

*Highlights include:*

- Inspiration that begins at the pre-booking stage
- How to delight the customer before they arrive and after they leave
- Unique touches that will provide you with a competitive advantage
- Have guest and clients 'spread the word' about your tourism experience

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| <b>Who is it for?</b> | <i>Business Owners<br/>Marketing Managers<br/>Those looking for ways to raise the profile of their business</i> |
| <b>Pre-requisites</b> | <i>Business Plan workshop or defined business plan in place</i>   |
| <b>Time required</b>  | <i>6 hours</i>  |
| <b>Progression</b>    | <i>Make More Money, Being a Great Business Leader</i>   |

# Achieving ‘Best In Class’ Reputation (MASTERCLASS)

How great a service do you think that you provide? Do you know if your customers agree? Imagine if you knew exactly what your customers were thinking - you’d know what made your customers happy and what disappoints, and as a result where you need to focus your efforts so you delight your customers every single time.

There’s a new skill everyone needs in Tourism and Hospitality and it is called Reputation Management. It has become a vital business need following the rapid growth and power of Trip Advisor, Google Reviews and Twitter. Do you know what affects your respective star ratings? The best way to respond to reviews? Master the art of Reputation Management and you can harness the power of customer delight which in turn means more customers for you.

This fresh and dynamic “deep dive” masterclass will guide you to reputation success.

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| <b>Who is it for?</b> | <i>Business Owners<br/>Marketing Managers<br/>Those looking for ways to raise the profile of their business</i> |
| <b>Pre-requisites</b> | <i>Business Plan workshop or defined business plan in place</i>   |
| <b>Time required</b>  | <i>6 hours</i>  |
| <b>Progression</b>    | <i>Instagram for Business, ‘Storytelling’ and the Power of the Spoken Word</i>                                  |

# Finance



# Make More Money! (WORKSHOP)

Rising costs and lower-price seeking by customers are just two of the many ways that it is becoming harder to make money. But if you don't make more money your business or organisation could easily die. You need to know how to fight back, generate more revenue and increase profits or surplus. This lively workshop is packed full of ideas and tips on pricing, profit, cash and revenue improvement.

*Highlights include:*

- Know where profit and cash is lost and where it can be gained
- Manage risk and be innovative with fresh and profitable ideas and thinking
- Know the psychology of pricing and how to do it better to make more money
- Finding where cash and profit hides so you can thrive
- Know your break-even and be comfortable with numbers
- Think opposite to occupancy to drive up profits –
- Basic forecasting

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| <b>Who is it for?</b> | <i>Anyone with responsibility for developing and growing their tourism or hospitality business or organisation's profit</i> |
| <b>Pre-requisites</b> | <i>Business Plan workshop or defined business plan in place</i>   |
| <b>Time required</b>  | <i>3 hours</i>  |
| <b>Progression</b>    | <i>Securing the Finance You Need to Grow</i>  |

# Securing the Finance You Need to Grow (WORKSHOP)

Crowdfunding, Peer-To-Peer funding; 72 % of all forms of ‘alternative lending’ go to SME’s. Are you interested in securing finance to help grow your tourism business? Would you like to expand and develop but need capital to make this happen? There are a world of options out there, other than your High Street bank! This workshop will give you essential insight into, and raise awareness of, the various types of finance available and what to do to secure them.

*Highlights include:*

- A run down of a whole raft of financing options
- Clarity on the benefits/disadvantaged of each
- An understanding of which options best suit your business plans and structure
- A plan to be ‘investor ready’ when the time is right

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| <b>Who is it for?</b> | <i>Anyone with responsibility for developing and growing their tourism or hospitality business or organisation’s growth or accounting</i> |
| <b>Pre-requisites</b> | <i>Business Plan workshop or defined business plan in place</i>   |
| <b>Time required</b>  | <i>3 hours</i>  |
| <b>Progression</b>    | <i>Practical Marketing, Peak Time Perfect, 1:1 Support</i>  |

# Operations



# Managing External Agencies (WORKSHOP)

Creating great content or using social media regularly and successfully in a business can sometimes be challenging and you may feel you simply don't have the skills, time or inclination to do it all in house. This workshop is a guide to outsourcing some or all of your marketing activity without losing money or impact. Many businesses outsource some part of their regular activity like book keepers, accountancy or sales. Although it is entirely possible to outsource your marketing or social media activity it is ever more important to understand how to ensure you get what you pay for!

This workshop will help you tender for the right provider who understands your needs. We help you plan how to present a clear and concise brief, then we will look at effective ways to outsource activity successfully within budget and in a way that produces real results. We will also develop ways to help you continue to drive your marketing by developing strong working relationships with outside agencies which may also apply to providers of a range of out-sourced services.

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| <b>Who is it for?</b> | <i>Business Owners<br/>Marketing Managers<br/>Those looking for ways to raise the profile of their business</i>                                    |
| <b>Pre-requisites</b> | <i>You will have either attended some of our social media basics workshops or you will have some experience in using social media for business</i> |
| <b>Time required</b>  | <i>3 hours</i>   |
| <b>Progression</b>    | <i>Peak Time Perfect, Leading a Formidable Dream Team</i>  |

# Peak Time Perfect (WORKSHOP)

With a hectic business and higher pressure during busy times, it is inevitable that things will go wrong. This workshop shows you how to deal with customer issues, resolve customer service problems effectively, and identify root causes and stop possible repeats.

*Highlights include:*

- Key steps on how to lessen the impact of a customer issue
- Maintaining communications with the customer while resolving a problem
- Identifying possible cause and systematic failures – which should lessen or remove future repeats
- Internal communications – sharing issues and resolutions for operational improvement
- Capacity planning – anticipating trends and busy periods
- Flexibility in the business operation – seasonal staff and arrangements
- Marketing seasonal offers to help flatten out the worst peaks and ensure more consistent revenue

|                       |  |
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| <b>Who is it for?</b> | <i>Business Owners<br/>Marketing Managers<br/>Those looking for ways to raise the profile of their business</i>                                    |
| <b>Pre-requisites</b> | <i>You will have either attended some of our social media basics workshops or you will have some experience in using social media for business</i> |
| <b>Time required</b>  | <i>3 hours</i>   |
| <b>Progression</b>    | <i>Achieving 'Best in Class' Reputation</i>  |

# GDPR – Getting Data Protection Ready! (MASTERCLASS)

A Practical Course for SMEs Get your business Data Protection Ready Fast. So you can get back to business.

A practically designed course that will enable you to understand the forthcoming General Data Protection Regulation (GDPR) and help you to prepare your business for the changes ahead.

*Highlights include:*

- A hands on, interactive and pragmatic session which will be directly applicable to your own business situation
- Learn how to ready your business to allow you to save on expensive consultancy
- Your learning time to be optimized: we know you are busy
- Us to stick to our promise; our course will be jargon-free, accessible and practical.

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| <b>Who is it for?</b> | <i>Business Owners and anyone responsible for ensuring the safety of company data</i> |
| <b>Pre-requisites</b> | <i>Business Planning</i>  |
| <b>Time required</b>  | <i>6 hours</i>  |
| <b>Progression</b>    | <i>Leading a Formidable Dream Team, Being a Great Business Leader</i>                 |

# People



# Being a Great Business Leader (WORKSHOP)

Do the people who work with you know where the business is going and what you are trying to achieve? You should have strong leaders at every level of your business but they are made, not born and they have the ability to inspire, stimulate and cause action. This workshop introduces you to the 7 essential personal skills of great leadership in tourism and hospitality and shows you how you can use them to drive forward.

*Highlights include:*

- What is leadership and where are you with it
- The 7 personal skills and why you need them for the good of your business
- Persuasive communication and how to do it
- How to de-risk your business
- Time management tactics
- Let go to grow
- “Muscle Up” your business with these 7 “leadership exercises”

|                       |   |
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| <b>Who is it for?</b> | <i>Business Owners/Leaders</i>                                  |
| <b>Pre-requisites</b> | <i>Business Plan workshop or defined business plan in place</i> |
| <b>Time required</b>  | <i>3 hours</i>  |
| <b>Progression</b>    | <i>Leading a Formidable Dream Team</i>                          |

# Leading a Formidable Dream Team (WORKSHOP)

Long hours, challenging customers, transient teams... Not to mention the pressure of Brexit on depleting workforce numbers. All of these can test even the most confident leader. You want loyal and committed people to be able to show initiative, pull together, respond to busy periods and smile whilst doing so. This module will show you how.

*Highlights include:*

- Playing to team strengths at every level
- What is effective team leadership and how do you get it?
- How to create a teamwork culture
- Managing millennials; your likely core workforce
- Know the task side of team leadership
- How to manage conflict
- Avoid supervisory slippage
- How to be the motivational team leader

|                       |   |
|-----------------------|---|
| <b>Who is it for?</b> | <i>Managers/Team Leaders</i>                                    |
| <b>Pre-requisites</b> | <i>Business Plan workshop or defined business plan in place</i> |
| <b>Time required</b>  | <i>3 hours</i>  |
| <b>Progression</b>    | <i>Tourism Offering with the Complete 'WOW' factor</i>          |

# Fundamentals of Human Resources (WORKSHOP)

People management can seem like a full time job, on top of your day-to-day duties. Implement some basic HR fundamentals and save time whilst setting a professional, high-standard for your team and new recruits. This workshop does not cover HR law but we will cover off the following;

- Induction plans
- Appraisals and periodic reviews
- ‘The Accidental Manager’ – promoting from within and working independently
- Getting the best out of the people working for and with you
- Translating these standards into great customer service

|                       |   |
|-----------------------|---|
| <b>Who is it for?</b> | <i>Managers/Team Leaders</i>  |
| <b>Pre-requisites</b> | <i>Business Plan workshop or defined business plan in place</i>                         |
| <b>Time required</b>  | <i>3 hours</i>  |
| <b>Progression</b>    | <i>Tourism Offering with the Complete ‘WOW’ factor, Leading a formidable dream team</i> |

# Recommendations

| Strengths | Weakness | Course(s) recommended | Date booked | Additional support |
|-----------|----------|-----------------------|-------------|--------------------|
|           |          |                       |             |                    |
|           |          |                       |             |                    |
|           |          |                       |             |                    |
|           |          |                       |             |                    |
|           |          |                       |             |                    |

Tourism Adviser Name

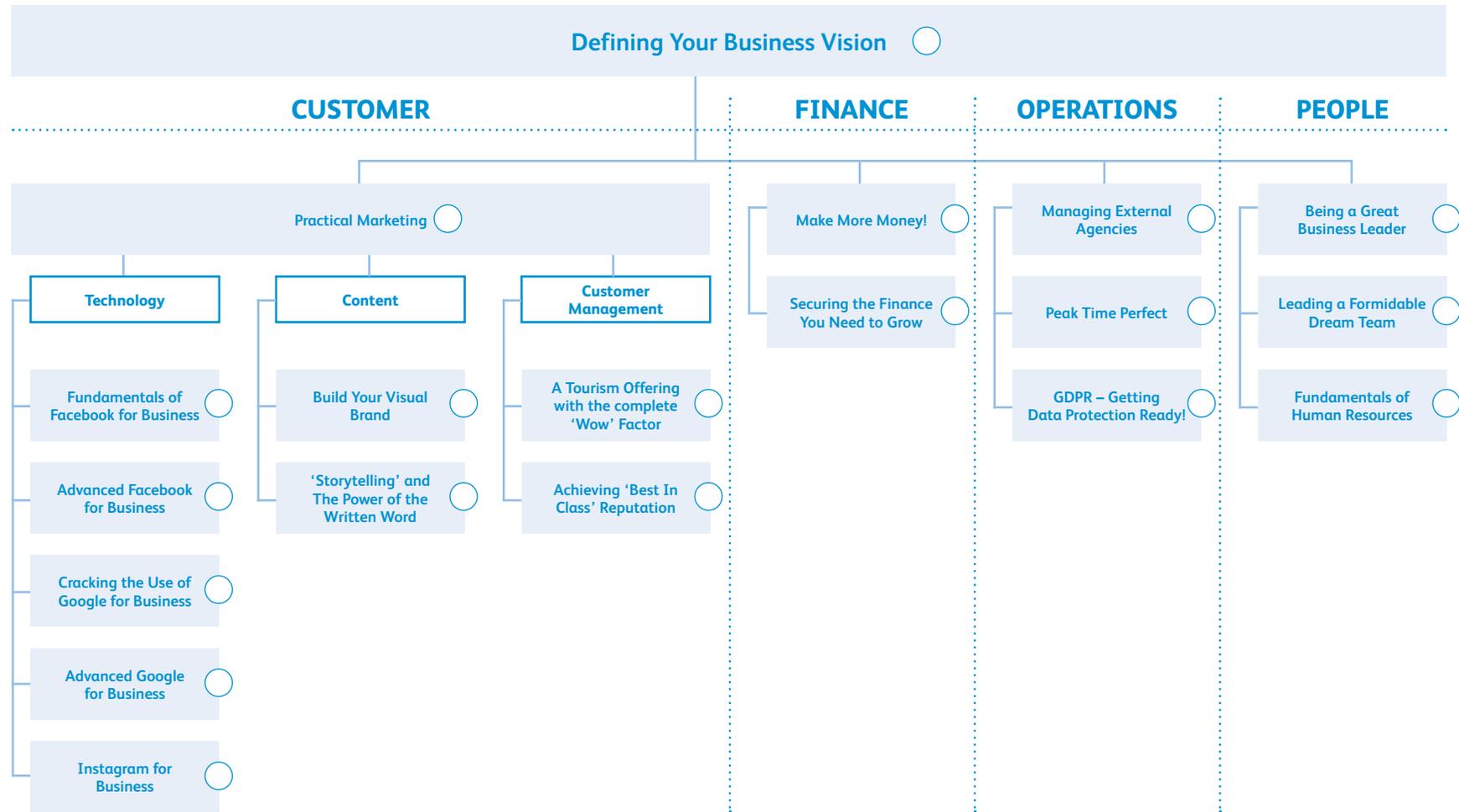
Email

Tel

Date

The above details are provided for you as recommendations of workshops, masterclasses and additional support you can access to help your tourism business. These are based upon our discussions and the results of a benchmarking exercise, where applicable. Please note that the support under the Destination Staffordshire Tourism support programme is provided free of charge to eligible businesses i.e. Small and Medium-sized Enterprises (SME) operating in the tourism sector, based in Staffordshire and with previous funded support of less than €200,000 in the current and previous 2 financial years. Your tourism adviser can help confirm your eligibility. If you are not eligible you may still be able to access the support available however charges may be applicable.

# Your Learning Journey Please tick off once completed



# destination Staffordshire

Support programme for tourism businesses



For more details on the programme, please contact  
Winning Moves on **01785 827600**  
Email: [tourism@winningmoves.com](mailto:tourism@winningmoves.com)  
Visit: [www.destinationstaffordshire.com](http://www.destinationstaffordshire.com)



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