



IMI Switzerland - Executive Programme Small-Medium Hotel Owner Hospitality Coaching & Development

A 10-day residential course for entrepreneurs aiming for self-development and hospitality coaching...

Currently, small and medium hotels are a booming sector within the economic development in worldwide regions. This programme is developed for practitioners with little or basic knowledge of the industry and aims to help them to improve their business performance - the overall goal being to reactivate their hotel brand and grow their business.

The programme is delivered by the renowned IMI International Management Institute in Switzerland. With over 25 years of delivering leading hospitality and culinary education to international students, we know what it takes to succeed in these demanding and competitive industries.

Take your business to the next level and take advantage of a growing market space with rich potential rewards for the bold entrepreneur...



IMI Executive Programme Hospitality Coaching



Course Content

Generating and retaining profit: Cost control in all divisions; European standards and best practices; budgeting and forecasting; profit and loss analysis; hotel revenue management.

Managing people in hospitality: Personnel and personality development in hotels; attracting and retaining talent in the industry; team management and performance; leadership in hotels: motivation and rewards; appraisals, development and empowerment.

Business management and planning: Hotel openings and feasibility plans; hotel business planning; hotel distribution channels; hotel operations; e-promotions and e-distribution; managing facilities and properties.

Customer service management: CRM and hotels - retaining customers; leading teams for effective service; managing key accounts; contracts in tourism.

Hotel marketing: Hotel branding; boosting effective revenue streams; on and offline sales and marketing; social media and applications for promotion; web presence and selling; user generated reviews and electronic word of mouth (e-wom); upselling, local promotions and loyalty schemes.

Site visits: In addition to the above content, there will be the opportunity to visit some of Switzerland's world-renowned hotels and hospitality outlets to see first-hand how the country's reputation for excellence in service standards has grown and developed.



Discover Switzerland



In addition to the classroom learning, course participants will also have the opportunity to explore the many attractions that Switzerland has to offer. Day-trips, excursions and site visits will be integrated with the course content to provide a range of interactive learning opportunities.

A world-wide reputation for hospitality excellence has been created by strict attention to detail and a total lack of compromise when it comes to service standards. By experiencing Swiss hospitality first-hand, we hope our budding entrepreneurs will better understand how a global brand and image are created.

Of course, there will also be time to enjoy the beauty of Switzerland's natural resources - the lakes, mountains and picture-postcard towns and villages. This truly is a unique opportunity to spend time in one of Europe's most picturesque and interesting countries.

IMI Executive Programme Hospitality Coaching...



Programme Fees

	Registration Fee	Tuition Fee	Room Fee*	Meals Fee	TOTAL
10 Days	500	2,000	500	500	CHF 3,500

*based on a standard-twin room with private toilet & shower. Room allocations are subject to availability.

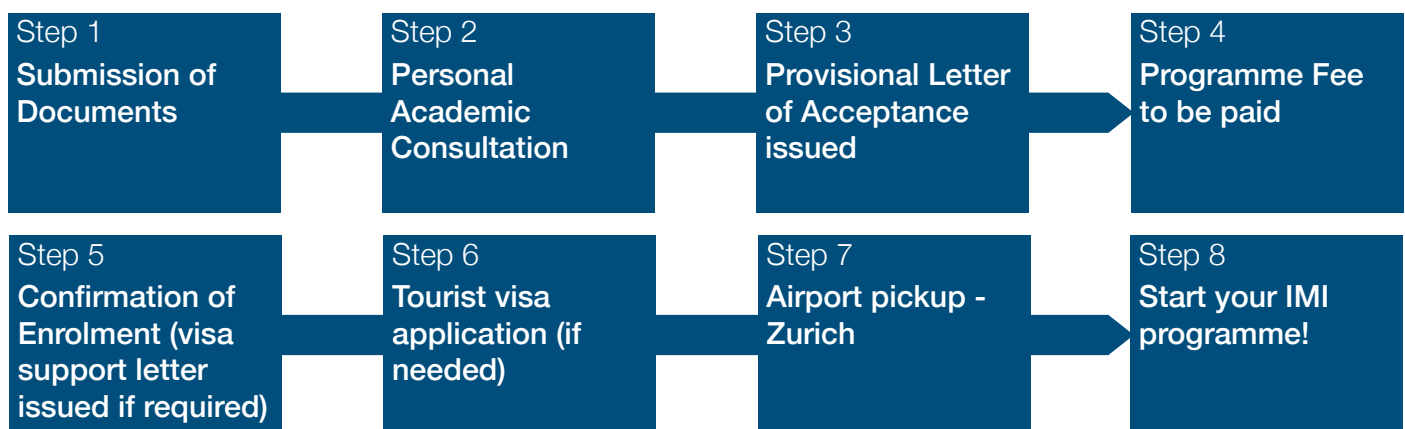
Application Information

For more information and in order to apply, the completed application form and all additionally required documents should be sent to:

Ms. Greta Musu
IMI International Management Institute
Switzerland
Seeacherweg 1
6047 Kastanienbaum
Switzerland
E-mail: info@imi-luzern.com

The following documents are part of the application. These can be emailed directly to info@imi-luzern.com where they will be processed by our registration team:

- Copy of passport
- Curriculum Vitae (Resumé)
- Educational History (if applicable)
- English level of intermediate or above (interviews can be arranged on request)



Fees Information

The registration fee includes: visa support documents, airport pickup on arrival, federal taxes, wireless internet connection, extensive online and on-campus library resources, gym and other campus recreational facilities.

The following items are included in the tuition fee: all class materials and handouts, teaching materials, access to Moodle - IMI's virtual learning environment, professional excursions plus extensive academic guidance.

Visa Information

Please note, students on this course will study on a Tourist Visa and not a Study Visa. This means the maximum stay in Switzerland is 89 days. IMI can provide invitation letters upon receipt of full payment of the programme fee when required.

Application Form

Full Name: Date of Birth:

Email:

Address:

Post Code: Country:

Phone: Mobile:

Start Dates:

The next available start dates for this programme are:

6th November 2017 (Arrival 5th November and Departure 16th November)

29th January 2018 (Arrival 28th January and Departure 8th February)

Signature of Applicant: Place and Date:

IMI Representative
(if applicable): Place and Date:

Terms and Conditions

IMI International Management Institute Switzerland reserves the right to alter dates, fees and programme details without prior notice. IMI also reserves the right to cancel a programme as a result of forces outside of our control or insufficient student numbers. In such an event alternatives will be offered or a full refund of fees paid will be made. All health and accident insurance coverage for the duration of the programme is the responsibility of the participant. IMI accepts no liability for accidents occurring during the student's stay on campus or on one of the activities/excursions attended as part of the programme. IMI shall be entitled to use cinematographic or photographic material taken during the programme for publicity materials.

Cancellation: For cancellations received more than 60 days before the course start date, 50% of all fees paid (excluding registration fee) will be refunded. For cancellations received less than 60 days before course start date, no fees will be refunded.

Accreditation and Memberships:



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