

The School of Business & Management
of UCLan Cyprus invites you to a fascinating
workshop on:

HOTEL ONLINE MARKETING: How to Grow your Direct Bookings

Join our professional development course to learn how on-line
marketing could increase customer bookings in the Hospitality
Industry.

**Certificates will be provided to all participants equivalent to
1 ECTS credit.**

THURSDAY
28th March 2019
@UCLan Cyprus, AUD 2, 09:30-13:00

EVENT FEE: **€30**
STUDENTS FREE OF CHARGE

TIMETABLE OF WORKSHOP

09:30-10:00	Welcome and registrations
10:00-10:20	The on-line marketing toolkit
10:20-10:40	Developing a dynamic web presence
10:40-11:00	Producing high-quality content
11:00-11:15	Coffee break
11:15-11:35	Website development
11:35-11:55	Search engine optimization and marketing
11:55-12:15	Growing direct bookings
12:15-12:35	Email marketing and e-Newsletters
12:35-13:00	Social media

THIS COURSE WILL BE RELEVANT TO THE FOLLOWING PROFESSIONALS OF THE HOSPITALITY INDUSTRY:

- Hotel owners
- Hotel managers and senior hotel staff
- Marketing professionals
- Providers of marketing services working with hotels
(e.g. website developers, PR agencies, advertising
agencies etc.)



INSTRUCTOR

Dr. Dimitris Koutoulas, Assistant Professor in
Tourism Management at the University of
Patras, has successfully marketed hotels for
many years in a very hands-on and effective
way. With an experience as a marketing professional spanning
more than two decades, Dimitris approaches the topics he
teaches in a very practicable way and focuses on easy-to-apply
solutions for improving marketing efficiency at hotels of
different size and style.

registrations/info
at 24 69 40 00

or at events@uclancyprus.ac.cy

