

Course 1 – Business Model & Strategic Planning

Introduction

This session provides the roadmap to achieve, through a new design of the business objectives, vision, mission, operating procedures, success. It can be useful as a guide for all the stakeholders to direct their activities and resources.

Module 1 Strategic Planning

Module 2 Project Management

Module 3 Business & Marketing Plan

Module 4 Sustainability & Environmental Plan

Module 5 ROI Methodology & Criteria

Find out More

Business Model & Strategic Planning provide the roadmap to foster the creation of values, to enhance focus and effectiveness in serving customers, to achieve through a new design or revamp of the business objectives, vision, mission, operating procedures, success. They serve as a guide for all the stakeholders to direct their activities and resources. Event and hospitality success rely more heavily on effective planning and project management than it does on execution as they build the frame and plot to assure the right performance, to achieve goals, to determine short-, medium- and long-term economic and social impacts.

Learning objectives

- Set S.M.A.R.T. objectives, vision, mission, philosophy, approach, methods;
- Define and develop quality standards, national & international P&P;
- Create, develop, manage, monitor, revise a Hospitality Business Plan;
- Create & manage a Marketing Plan;
- Design Meeting & Event;
- Develop a sustainability Plan;
- Set & develop ROI criteria to measure results for short, medium & long term.

Course 1 – Business Model & Strategic Planning

In the specific during the course

Course	Module	Topic	Lesson
Business Model & Strategic Planning	Strategic Planning	Competitive Analysis	Competitive Strategies
Business Model & Strategic Planning	Strategic Planning	Competitive Analysis	Critical Thinking
Business Model & Strategic Planning	Strategic Planning	Competitive Analysis	Megatrends Relevance
Business Model & Strategic Planning	Strategic Planning	Competitive Analysis	Event Architecture & Design Thinking
Business Model & Strategic Planning	Strategic Planning	Customer Satisfaction	Customer Satisfaction & Quality Service
Business Model & Strategic Planning	Strategic Planning	Customer Satisfaction	Total Quality Management
Business Model & Strategic Planning	Project Management	Problem Solving	Creative Thinking
Business Model & Strategic Planning	Project Management	Problem Solving	Brainstorming Toolkit
Business Model & Strategic Planning	Project Management	Problem Solving	Problem Solving & Decision Making
Business Model & Strategic Planning	Project Management	Time Management	Time to Plan
Business Model & Strategic Planning	Project Management	Time Management	Project leadership & Tactical management 5.0
Business Model & Strategic Planning	Project Management	Time Management	The Canvas Model to Project Plan
Business Model & Strategic Planning	Business & Marketing Plan	Marketing del Turismo	Territorial Growth
Business Model & Strategic Planning	Business & Marketing Plan	Marketing del Turismo	Destination Country - Best Practices
Business Model & Strategic Planning	Business & Marketing Plan	Marketing Plan & Branding	Business & Marketing Plan
Business Model & Strategic Planning	Business & Marketing Plan	Marketing Plan & Branding	Marketing Mix - 28P & 11C
Business Model & Strategic Planning	Sustainability & Environmental Plan	Sustainability & Environment	Sustainability & Environmental Awareness
Business Model & Strategic Planning	Sustainability & Environmental Plan	Sustainability & Environment	Sustainability Management Plan
Business Model & Strategic Planning	Sustainability & Environmental Plan	Sustainability & Environment	Rethink Sustainable
Business Model & Strategic Planning	Sustainability & Environmental Plan	Sustainability & Environment	Environmental Footprint in H&E
Business Model & Strategic Planning	ROI Methodology & Criteria	ROI Methodology	How & Why Measure ROI
Business Model & Strategic Planning	ROI Methodology & Criteria	ROI Methodology	Evaluation & Measurement Criteria - Toolkit
Business Model & Strategic Planning	ROI Methodology & Criteria	ROI Criteria	The Economic Impact - Events VS Destinations
Business Model & Strategic Planning	ROI Methodology & Criteria	ROI Criteria	The Thermometric System - Customer Satisfaction

For the part in the classroom courses will be certificated from our partners Istituto Europeo Terzo Millennio ISO 9001 IAF37 www.ietm.it



In the specific in our e-learning platform

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For the E-learning part courses will be certificated from our UK Partner Elamb www.elamb.co.uk



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