

# CETT BARCELONA TOURISM SUMMER SCHOOL 2011

## MARKETING OF SERVICES- SUCCESSFUL SALES MANAGEMENT (ROOM 3.6- CETT)

	4 July 2011	5 July 2011	6 July 2011	7 July 2011
09:30 - 11:30	Bienvenida a la CETT Summer School Presentación del equipo Instalaciones y servicios	Marketing of services Adriana Espinet <b>Adriana Espinet</b>	Communication & Commercialization <b>Bert Verduin</b>	Web Design <b>Silvina Agote</b>
12:00 - 14:00	Barcelona: Una ciudad en permanente evolución <b>Bert Verduin</b>	Corporate Communication <b>Bert Verduin</b>	Communication Channels <b>Bert Verduin</b>	email marketing <b>Silvina Agote</b>
	11 July 2011	12 July 2011	13 July 2011	14 July 2011
09:30 - 11:30	Guest Satisfaction Management and Loyalty programmes <b>Willem van Rossem</b>	Hotel Branding <b>Asun Pareja</b>	Branding (study case) <b>Daniel Lions</b>	International Marketing
12:00- 14:00	Reputation on line <b>Willem van Rossem</b>	Segmentation and Product design	Emotional marketing <b>Daniel Lions</b>	
16:30 - 18:30			ME Barcelona Experience Manager <b>Claire Jones.</b>	
	18 July 2011	19 July 2011	20 July 2011	21 July 2011
09:30 - 11:30	Revenue Management: Striving for optimal revenues <b>Santiago Huertas</b>	Revenue Management: Lading strategies casting & Pricing <b>Santiago Huertas</b>	Commercialization and electronic distribution <b>Albert Barra</b>	Electronic distribution : Channels optimization <b>Asun Pareja</b>
12:00- 14:00	Revenue Management: Striving for optimal revenues Indicators <b>Santiago Huertas</b>	Marketing on line, Travel 2.0 <b>Albert Barra</b>	Social Media AXEL Hotels <b>Silvia Pérez</b>	The role of strategy in marketing: keys for competitiveness <b>Adriana Espinet</b>
16:00 - 18:00		Hotel Gran Via Revenue Management at NN Hotels <b>Asun Pareja</b>		<b>14:00hrs . Cierre SUMMER PROGRAMMES 2011 (Farewell lunch)</b>