



## 'Managing Your Reputation Online'

Tuesday 4th April 2017, 10.30am – 4.30pm

Venue: Calcot Hotel & Spa, near Tetbury

In partnership with Cotswolds Tourism, we are delighted to bring you our **Managing Your Reputation Online** training course, specifically for hospitality, tourism and leisure businesses.

*"I'd strongly recommend Tourism Growth's training courses to managers of other Cotswolds tourism and hospitality businesses."*

**Sally Russell, General Manager, Kings Head Hotel, Cirencester**

### What We'll Cover

- The customer is king - the power of reviews
- Making TripAdvisor - and other review sites - really work for your business
- Monitoring reviews, responses and comments
- Best practice for responding - and the 'landmines' to avoid
- Managing your brand and reputation on social media  
- Including on Facebook, Twitter, Instagram and Google+
- Managing your brand and reputation with online travel agents (OTAs)
- Engaging with your customers - and turning engagement into sales

### Who the Course is For

- Owners and managers of tourism, hospitality and leisure businesses  
- Including hotels, attractions, venues, self-catering, restaurants and pubs
- In particular, those responsible for online sales, marketing and social media
- Those responsible for replying to feedback on review sites such as TripAdvisor
- You - if you want to know more about how social media and review websites can be used to boost sales for your business

## Excellent Reviews

Here are some more reviews from clients who've attended our courses before:

*"A brilliant course – excellent content and a superb trainer. I particularly liked the way he used live examples of everyone's online presence during the day. This made the learning much more powerful for me."*

**Lydia Taylor, Marketing Co-ordinator,  
Cotswold Inns and Hotels, Evesham**

*"These courses are a great opportunity for Cotswolds tourism businesses. It's not often that you get the chance to attend courses of such quality locally."*

**Sally Barker, Business Manager,  
Calcot Hotel & Spa, near Tetbury**

*"A superb course, so much really good content to absorb and some great ideas for increasing our sales. The trainer was full of energy and advice. He tailored the day brilliantly to the needs of each business attending."*

**Alison Henderson, Estate Administrator,  
Miserden Estate, near Stroud**

*"A very engaging course and trainer. I particularly liked the way that the content was related back to our own social media sites and targeted to our specific business needs."*

**Laura Summers, Marketing Manager,  
Batsford Arboretum, Moreton-in-Marsh**

*"The trainer was first-class. He really knew his subject and was a hospitality sector specialist as well – the perfect combination. I gained so many insights and useful tips from the course which I have put into practice."*

**Bruce McFarlane, Owner,  
Folly Farm Cottage, Ilmington**

*"The Tourism Growth training courses we attended were excellent. They've given us some great information and ideas which we're using with Rick and Jill to benefit the business."*

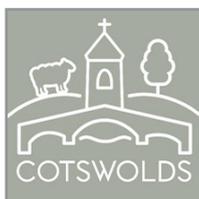
**Serena Ryan, Training Manager,  
Rick Stein-The Seafood Restaurant, Padstow**

## Next Steps

For more information about this course and details on how to book, please go to the dedicated page on the Tourism Growth website: [tourismgrowth.co.uk/cotswolds](http://tourismgrowth.co.uk/cotswolds).

You can also call us on **01923 465522** or email [bookings@tourismgrowth.co.uk](mailto:bookings@tourismgrowth.co.uk)

## Special Price



The special course delegate price for members of Cotswolds Tourism is £89 + vat  
– a saving of £40 + vat on the normal price.

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