



**Trend Hospitality Consulting & Management and RIHM
- Royal Institute of Hospitality Management, in
cooperation with Ecole hôtelière de Lausanne, is
organizing on the 10th of September 2007 an one-day
seminar on “Project Management in the Hospitality
Industry” and “Branding Hospitality Products
and Tourist Destinations”**



Project Management in the Hospitality Industry

Professor Ray Iunius, Deputy to the General Director of EHL and Director of EHLITE (Ecole hôtelière de Lausanne Institute of Technology and Entrepreneurship)

Branding Hospitality Products and Tourist Destinations

Dr. Abraham Pizam, Dean Rosen College of Hospitality Management University of Central Florida Orlando, Florida, U.S.A.

Seminar Description

“Project Management in the Hospitality Industry” allows you to understand and master the various steps of any applied research project. The three main objectives are the following:

- 1. Mastering specific data collection methods as well as their contextual and thematic analysis;**
- 2. Understanding project management and applying the appropriate methodology;**
- 3. Communicating effectively to the customer the analysis, conclusions and recommendations of a project.**

Seminar Description

“Branding Hospitality Products and Tourist Destinations” will explore the purpose, benefits, characteristics and the effectiveness of branding strategies for hospitality and tourism services such as hotels, restaurants, tourist attractions, etc. Concepts such as brand equity, brand extension and co-branding, will be defined and examined and their use in the hotel industry worldwide will be elaborated.

Learning Objectives

KNOWLEDGE

Mastering the theoretical frame of the following applied research methods: observation, interview, focus group and Delphi

COMPETENCIES

- 2. Applying these methods and evaluating their cohesion within a project/mission;**
- 3. Defining the preambles of a project: the environment, the structure, the main steps;**
- 4. Identification of the key elements of a project and their interaction: time, resources, finances, according to the customer's final objectives;**

Learning Objectives

5. Definition of the mission from a project manager's point – of – view and conforming of it to the customer's vision, in order to reach an agreement between parties;

MINDSET

6. Learning about the different qualitative and quantitative problem solving methods available and understanding how they can help managers make decisions when faced with uncertain future events/outcomes;
7. Applying synthesis tools in order to come to relevant recommendations for the customer.

Speaker

Professor Ray F. IUNIUS

PhD, Eng., MBA/HEC, MSc, BSc in Technical Science, Professor of Strategic Operations and Project Management, is Deputy to the General Director of EHL in charge of Business Development and partnership. He is also Director of EHLITE – Ecole hôtelière de Lausanne Institute of Technologies and Entrepreneurship, and of the EHLITE publication. He is currently teaching Strategic Operations Management and Applied Research. In addition, he has contributed with many articles to various journals specializing in the technology management. He has working as a consultant for different organization for Central and Eastern Europe and he was lecturing in several European Universities.

Speaker

Dr. Abraham PIZAM

Dean Rosen College of Hospitality Management University of Central Florida Orlando, Florida, U.S.A.. Previously he was chair and founder of the department of Hospitality Management at the University of Central Florida, and Director of Graduate Programs in the Hotel Restaurant and Travel Administration department, University of Massachusetts, Amherst, USA. Professor Pizam is widely known in the field of Hospitality and Tourism Management and has conducted research projects, lectured, and served as a consultant in more than 30 countries. Professor Pizam has conducted consulting and research projects for a variety of tourism organizations such as international tourism agencies, national tourist offices, private enterprises regional tourism bodies, state tourism offices, tourism professional associations and the US federal government.

Details

- **Date: 10th of September, 2007**
- **Length: 1 day seminar**
- **Venue: Bucharest, Best Western Parc Hotel, Terra Grand Ballroom.**
- **Why attend: The seminar is a good way to network with other business partners so you can share what works and what doesn't when it comes to Project Management and Branding in the Hospitality Industry. In addition you will get to practice some of the skills you will learn during the breaks, giving you a great opportunity to come face to face with potential partners, clients and referral sources.**

Seminar Programme

- 08:30 - 09:00 Registration
- 09:00 - 10:00 Introductions
- 10:00 - 10:30 Coffee Break
- 10:30 - 12:00 1st Session
- 12:00 - 13:00 Lunch - Cocktail Style
- 13:00 - 14:30 2nd Session
- 14:30 - 15:00 Coffee Break
- 15:00 - 16:30 3rd Session
- 16:30 - 17:30 Q&A Session

Registration

“...looking for a programme which prioritises your personal and professional development...”

All interested to participate to this seminar can register until the 5th of September 2007 by filling in the [registration form](#) and sending it to us.

The participation fee is Euro 200.- plus VAT. Should you have any questions or need more details on the topics, please contact Raluca Gavrilă at raluca.gavrila@trendhospitality.com.
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