



Tourism and Hospitality Industry Training Programme

Spring 2019



**Mid & East
Antrim**
Borough Council

Course Overview

Welcome to Mid and East Antrim Borough Council's tourism and hospitality industry training booklet for spring 2019. Please take a few minutes to look over these various training courses. We encourage you to participate and increase your knowledge, network with other industry professionals and provide the best possible experience for visitors to the Mid and East Antrim area.

Page Ref.	Date	Time	Course Title	Venue	Max No's	Cost
4	Tuesday 5 March 2019	10am - 4.30pm	The Secret to Creating Fab Food Photos That Drive Business	Ballygally Castle Hotel	12-15	Fully booked (Reserve list in operation)
5	Wednesday 6 March 2019	10am - 1pm	Video making from your phone (Mobile Movie Making)	Midtown Makers (Boardroom) 50 - 51 Church Street, Ballymena	20	Free
6	Wednesday 13 March 2019	9.30am - 1.30pm	Masterclass & workshop on copyrighting & content creation for your hospitality or tourism business	Dobbs Room, Carrickfergus Town Hall	10 - 20	Free
7	Tuesday 19 March 2019	7pm- 9.30pm	Google analytics with search Engine Optimisation	Conference Suite, Carrickfergus Marina	20	Free
8-9	Thursday 21 March 2019	7pm- 9pm	Facebook adverts and strategy masterclass to help you get more dining, accommodation and wedding bookings	Wilson Room, Larne Town Hall	20	Free
10-11	Wednesday 27 March 2019	9.30am- 4.30pm	Working together to create new market-ready tourist experiences and products	Arts Workshops, The Braid Ballymena Town Hall	20 i.e. 10 pairs	Free
	April - June	Morning sessions x 3	WorldHost Golf Ambassador training	Exact details to follow.	15	£15 each

Eligibility for Courses

Training courses are only available to **Mid and East Antrim Borough based tourism and hospitality businesses**. A maximum of 2 participants will be permitted from any one business, unless courses are under subscribed. Familiarisation trips will be extended to tour guides and visitor information centre staff outside the area.

Places will be given on a first come first served basis. Once available spaces have been filled, applicants will be placed on a reserve list.

Booking Method

If you wish to reserve a space or have any queries regarding these training courses, please contact:

Zoe Lindsay, Tourism Business Engagement Officer
Enquiries Email: zoe.lindsay@midandeastantrim.gov.uk
Bookings Email: tourism@midandeastantrim.gov.uk
Tel: +44(0)28 2826 2379

To book please complete the enclosed booking form and return by post or scan / photograph form and return by email to tourism@midandeastantrim.gov.uk.

Payment (if applicable)

All courses have been subsidised by Mid and East Antrim Borough Council. For any chargeable courses, payment will be required in advance. This can be accepted in cash or by cheque made payable to Mid and East Antrim Borough Council. Please send to:

Mid and East Antrim Borough Council (Larne Offices)
Smiley Buildings
Victoria Road
Larne
BT40 1RU

Cancellation Policy

Mid and East Antrim Borough Council reserves the right to cancel courses at any time, if there are insufficient participant numbers.

In the event of participant cancellation, less than one week before the start of a course or failure to attend a course, no refund will be given unless the cancelled place can be filled from a reserve list of businesses. Substitutions may be made from within your own business at any time, but please give as much notice as possible.

The Secret to Creating Fab Food Photos That Drive Business

(In partnership with Mid and East Antrim Food and Drink Network)

Date	Time	Location
Tuesday 5 March 2019	10am - 4.30pm	Ballygally Castle, Ballygally

Trainer:

- Christine Watson, Watson & Co Chartered Marketing
- Tina Calder, Excalibur Press & The Content Club
- Debbie Deboo Photography

No. of people per programme: 12-15
Places are limited due to the practical nature of this workshop.

Cost of course: Free

Catering: Light lunch provided. Please advise if you have any special dietary requirements.

You will learn:

- How to create and take compelling food photography on your smart phone;
- Why you don't need expensive equipment;
- What makes a photo Instagrammable;
- The secret to getting shared and going viral;
- Best practices;
- Finding and using hashtags to amplify your content;
- Why you NEED a content library;
- Discover how to get your photos found on Google search;
- How to become a visual story teller;
- What digital channels you can use to distribute your photos on;
- Using traditional marketing tactics to supercharge your online presence; &
- Quick cheats for turning your photos into video in mere minutes.

Delegates can expect to:

- Create ready to use photos during the workshop;
- Develop their content library;
- Be more confident about maximising their online footprint;
- Understand the digital landscape better; and
- Be able to leverage visual storytelling to entice customers into their business

You will need:

- A smart phone;
- Food produce for your practical session; and
- Props (optional but advisable).

THIS COURSE IS NOW FULLY BOOKED - IF YOU ARE INTERESTED IN ATTENDING A FUTURE COURSE PLEASE EMAIL ZOE.LINDSAY@MIDANDEASTANTRIM.GOV.UK

Mobile Movie Making Workshop - Video Made Easy

Date	Time	Location
Wednesday 6 March 2019	10am - 1pm	Midtown Makers (Boardroom), 50 - 51 Church Street, Ballymena

Trainer: Niamh MacAuley, Purple Dot Media

No. of people per programme: Up to 20

Places are limited due to the practical nature of this workshop.

Cost of course: Free

Catering: Light lunch provided. Please advise if you have any special dietary requirements.

Purpose of course:

Video content is the most important way to market your business and maximise sales in 2019. This workshop explores movie making and you will learn how to apply professional film making skills to your own business marketing, by using only your own smart phone. The workshop covers useful tips and practical filming techniques.

It is suitable for beginners to overcome any fear or lack of knowledge and learn how to quickly create engaging content for your customers.

What the course covers:

- Different types of video content - so you can identify a type that could work for your business;
- Knowledge of mojo equipment;
- Practical ways to film;
- Positioning, lighting and angles;
- Social media videos;
- Facebook Live;
- Mobile apps;
- Computer editing programmes;
- Video editing websites; and
- Free and paid options to create videos and social media content.

You will need:

- To bring your own smart phone for practical demonstrations. This workshop is suitable for both Android and iPhone.

A Masterclass in Creating Amazing Content for Your Hospitality or Tourism Business

Date	Time	Location
Wednesday 13 March	9.30am - 1.30pm	Dobbs Room, Carrickfergus Town Hall

- Trainer:** Tina Calder,
Excalibur Press & The Content Club
- No. of people per programme:** Up to 20
- Cost of course:** Free
- Catering:** Light lunch provided. Please advise if you have any special dietary requirements.

You will learn:

- How to create a series of sales focused business summary information paragraphs;
- The importance of getting the language right when creating any public facing content;
- How to identify your USP and communicate it effectively;
- What you need for an engaging and effective tourism listing on websites such as DiscoverNorthernIreland, Tourism Ireland and Mid & East Antrim Borough Council's Shaped by Sea and Stone;
- Identify how you can leverage promotion and content opportunities available;
- How to create a content bank of information for entering awards;
- What your local press, media, bloggers, influencers etc...really want from you; and
- How to audit the information on your website, social media and sales channels and then use it to maximise sales.

Delegates can expect to:

- Find out some effective publicity tools, tip, techniques and tricks that will help you publicise your business;
- Utilise a series of templates that will help you create quick and easy content;
- Use provided templates to create a summary of your business for use on listings websites;
- Identify your USP and take time to create a list of features and benefits of your business; and
- Create a "To Do" list for what you're going to do next.

Google Analytics Masterclass and an Introduction to SEO

Date	Time	Location
Tuesday 19 March	7pm-9.30pm (including a comfort break)	Conference Suite, Carrickfergus Marina

Trainer: Daniel McCarry, Counter Digital

No. of people per programme: Up to 20

Cost of course: Free

Catering: Tea and coffee

Purpose of course:

Google Analytics is the most widely used digital marketing metrics tool for businesses today. This tool let's attendees measure and analyse every aspect of their website performance including, crucially, where traffic is coming from and what users are doing when they use a site.

In this workshop attendees will undertake a practical masterclass covering every aspect of the tool, from set-up to full-scale reporting. By the end attendees will leave with a full understanding of Google Analytics.

What the course covers:

- How to setup Google Analytics for your website;
- What Google Analytics filters are and how to use them;
- Key sections of:
 - Audience
 - Acquisition
 - Behaviour
- How to create custom dashboards for your business;
- What Google Analytics goals are and how to use them;
- What Data Analysis means and how to incorporate into key Marketing/Business KPIs;
- Reporting; and
- Introduction to SEO basics.

Facebook Adverts and Strategy Masterclass to help you get more dining, accommodation and wedding bookings.

Date	Time	Location
Thursday 21 March	7pm - 9pm	Wilson Room, Larne Town Hall

Trainer: Peter McNicholl, Flying on Social Media

No. of people per programme: Up to 20

Cost of course: Free

Catering: Tea and coffee provided

Purpose of course:

At this masterclass you will learn how to spend as little time on social media but get the most results from it. Instead of focusing your goal on getting more likes we will be focusing on how to get more sales! All using just your smartphone.

Delivered by Peter McNicholl, who took Galgorm Resort to the number 1 hotel in Ireland on Facebook and number 2 in the UK (out of 30,000+ Hotels) as their first Digital Marketing Executive.

Leave the master class with the know how to do your own Social Media Marketing in-house using just your smartphone. Peter will focus on Facebook as he believes it is the Ferrari of all Social Media Platforms. Learn from Peter how to master one rather than be mediocre across many.

Attendees will leave with practical and down to earth advice and awareness of how to set up, how much to spend on Facebook Adverts and how to justify expenditure.

What the course covers:

- Which social media platforms to prioritise over others;
- How much to spend on Facebook Adverts and how to justify that spend to your team/boss;
- How to create professional smartphone video and photo content for your social media;
- How long to run your social media adverts for; and
- How much staff time to allocate to social media management.

Facebook Adverts:

- How to target people within upcoming birthdays on Facebook to sell more dining offers or accommodations offers;
- How to target parents with family accommodation and dining offers;
- How to target couples with your dining and accommodation offers;
- How to sell mid-week offers for dining and accommodation offers;

- How to sell more wedding appointments; and
- How to utilise the power of competitions to generate VALUE other than LIKES and shares.

Remarketing Adverts

- Power of Remarketing.

Reporting and Complaints

- How to measure the effectiveness of your social media advertising campaigns;
- How to handle a viral complaint; and
- The power of online reviews.

Working together to create new market-ready tourist experiences and products in Mid and East Antrim

Date	Time	Location
Wednesday 27 March	9.30am-4.30pm	Arts Workshops, The Braid Ballymena Town Hall

Trainer: Christine Watson,
Watson & Co Chartered Marketing

No. of people per programme: Up to 20 i.e. 10 pairs

Cost of course: Free

Catering: Light lunch provided. Please advise if you have any special dietary requirements.

Purpose of course:

Over the past decade tourism in Northern Ireland has doubled its annual contribution to £1 billion and we are set to work together to double it again. The biggest tourism growth opportunity is offered by international visitors.

International visitors want **memorable experiences** and in Mid and East Antrim we are competing with businesses across the world to be heard, to be seen and to become a 'must see' and 'must do' in a tourist's itinerary.

Do you offer anything unusual, different or interesting - meals, activities, accommodation? Can you offer 'money can't buy' experiences, surprise gifts or added value? Would meeting the locals offer a unique opportunity for your customers? This training is designed for anyone interested in partnering together with other businesses to create and develop new collaborative experiences.

You will learn:

- How to partner together with other businesses to create and develop new collaborative experiences;
- The steps involved in creating and launching new, memorable, 'money can't buy' experiences that both attract and pleasantly surprise visitors to your business and our borough;
- Knowledge about the local area, products and services, visitors to the area, your fellow local businesses that are collaborating for success, your competitors and current trends in the visitor economy;
- Ways in which you can promote the destination to complement your product/service attractiveness;
- Techniques to generate and develop innovative ideas;
- The tools you can use to generate useful feedback/intelligence;

- Why determining the 7 P's in your marketing mix (Product/Service, Price, Promotion, Place, People, Processes and Physical Evidence) will increase the likelihood of success;
- Where your product/service can and should be found;
- Effective action planning to help you prioritise ideas and start to plan for launch; and
- Accountability tips;

Delegates can expect to:

- Be challenged to collaboratively develop new experiences that will be taken to market to increase visitor spend both within the cluster businesses and within Mid and East Antrim borough as a whole;
- Be inspired by innovative co-opetition and partnership working that works; and
- Determine their critical steps to success.

You will need:

- A clear understanding of your current products and services;
- A commitment to work with other organisations and individuals to create new products/services - you will likely achieve the most from this workshop if you come with a collaboration partner from another local business;
- A receptive attitude; and
- Willingness to develop and grow your business.

COURSE BOOKING FORM

Date	Time	Course Title	Cost	No. of Spaces Booked
Tuesday 5 March 2019	10am - 4.30pm	The Secret to Creating Fab Food Photos That Drive Business	Free	Fully booked - ask to be added to waiting list
Wednesday 6 March 2019	10am - 1pm	Video making from your phone (Mobile Movie Making)	Free	
Wednesday 13 March 2019	9.30am - 1.30pm	Masterclass & workshop on copyrighting & content creation for your hospitality or tourism business	Free	
Tuesday 19 March 2019	7pm- 9.30pm	Google analytics with search Engine Optimisation	Free	
Thursday 21 March 2019	7pm- 9pm	Facebook adverts and strategy masterclass to help you get more dining, accommodation and wedding bookings	Free	
Wednesday 27 March 2019	9.30am- 4.30pm	Working together to create new market-ready tourist experiences and products	Free	

Participant Name (1): _____

Participant Name (2): _____

Business Name (s): _____

Address: _____

Tel. No: _____

Email: _____

Any special dietary needs: _____

Any other requirements: _____

More training opportunities

If you have any queries or interest in other subject areas, not covered in this booklet, then please feel free to contact our tourism team. Training is also organised through Tourism NI, Northern Regional College and local enterprise agencies in Carrickfergus, Larne and Ballymena.

Other courses, run by Mid and East Antrim Borough Council, may become available over the year. Please remember to sign up to our monthly Tourism and Hospitality E-zine to receive industry news, event updates, training and networking opportunities for the Mid and East Antrim area. To register visit:

www.midandeantrim.gov.uk/tourismindustry

Supporting Business



Tourism

At Northern Regional College our business support team can help up-skill your staff and provide them with key industry qualifications to support their on-going personal development, alongside providing additional benefits to your business.

- ◆ Professional training
- ◆ Range of courses to suit most needs
- ◆ Support product development
- ◆ Support innovation
- ◆ Service improvement

◆ Up to 75% funding* (subject to eligibility), full fee available on request.
 ◆ Bespoke programmes tailored to meet your business requirements, contact for more information.

Training Courses

Level 2 Tour Guiding
February 2019 – Larne/Carrickfergus
Funded Fee £62*

Level 2 Social Media Marketing
22 February 2019
Funded Fee £33*

Level 2 Search Engine Optimization
8 March 2019
Funded Fee £39*

Level 2 Food Allergens
27 February 2019
Funded Fee £18*

Level 2 Food Safety
14 February 2019
Funded Fee £18*

Level 3 Supervising Food Safety
21 February 2019
Funded Fee £64*

Level 2 The Retail Selling Process
Date available on request
Funded Fee £10*

Level 2 Customer Service
Date available on request
Funded fee £18

Level 3 Leadership & Management
Date available on request
Funded Fee £101*

Level 2 Computerised Bookkeeping
Date available on request
Funded Fee £166*

Level 3 Computerised Bookkeeping
Date available on request
Funded Fee £128*

Funding Available

Northern Regional College can provide access to funding to reduce training costs.

InnovateUs - Providing skills support for innovation to businesses with less than 50 employees. Supported by the Department for the Economy (DfE)

Skills Focus* - Customer led training suitable for your business needs. Supported by the Department for the Economy (DfE) and provides up to 75%* of the course costs for eligible businesses.

Innovation Vouchers - A £5000 innovation voucher from Invest NI can help you access our expertise to develop your business.

Benefits for Employers

- ✓ Long-term skills
- ✓ Flexible, tailored training
- ✓ Reduced training costs
- ✓ Employee retention
- ✓ Customer satisfaction
- ✓ Attracting talent
- ✓ Productivity
- ✓ Product development

All learners undertaking a course at NRC can access Lynda.com, a leading online learning platform.



Business Support Team
T: 028 2563 6258
E: business.support@nrc.ac.uk

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