

# REVXP ACADEMY



# REVXP CONSULTING

# REVXP PROCESS OUTSOURCING



Dynamic Pricing

RevPAR

Forecasting

Evolution of

PAR

Data

Fencing

Price Cycle

Demand

Content

The Guest

Social Media Optimisation

Mobile Media

GDS Media

Payment Gateways

# REVXPERT ACADEMY

Revenue Management . Distribution . Digital Marketing



Revxpert is developed with focus on providing professional and executive development to students in the hospitality industry.

We offer professional certificate programmes to hospitality students and professionals in following disciplines:-

- Revenue Management
- Electronic Distribution or eCommerce
- Digital marketing

Team at Revxpert felt the need for educating hoteliers on this area which is not yet covered in most hospitality schools. Therefore, a platform which features research-based revenue management, global sales and distribution and digital marketing knowledge, generated by fellow hoteliers and years of experience, was created to cater to this need. Revxpert is doing its best to ensure that this knowledge is freely available to senior industry managers and experienced leaders as well as hospitality students by means of open training programmes and consulting.

# TRAINING PROGRAMMES

Reuxpert team has curated a variety of training programmes to suit the need of different individuals. These programmes are a set combination of training courses put together to meet specific needs.

These programmes are targeted at hotel management students, ambitious hotel professionals and progressive middle to senior executives. These programmes are designed to be able to tackle priority issues in electronic sales & marketing and revenue management process.

Beginners Certification in Hotel Revenue Management and Digital Business - RX-TD-1101

Advanced Certification in Hotel Revenue Management and Digital Business - RX-TD-1102

Understanding of Revenue Management and Digital Business for Hotel General Managers - RX-TD-1103

Understanding of Revenue Management and Digital Business for Hotel Sales Professionals - RX-TD-1104

Proficiency in Global Distribution Systems - RX-TD-1105

Essentials of Electronic Distribution & Digital Marketing - RX-TD-1106

Applications of Room Revenue Management - RX-TD-1107

Pricing Strategy & Distribution Channels in Hotel Revenue Management - RX-TD-1108

Certification Programme in Total Revenue Management - RX-TD-1109

Customer Engagement through Digital Marketing - RX-TD-1110

Revenue Management Beyond Rooms - RX-TD-1111

Specialist Certification in Hotel Revenue Management and Digital Business - RX-TD-1112

# TRAINING COURSES

Here is a list of pick and choose training courses that can be opted depending upon the skill update requirement. These are short 2 day courses conducted live online, on either weekend or weekday.

## Revenue Management

Introduction to Revenue Management and Distribution - RX-AL-C1

Advancing in Revenue Management - RX-AL-C2

Role of Forecasting - RX-AL-C3

Principles of Pricing - RX-AL-C4

Strategic Pricing in RM - RX-AL-C5

MIS & Market Segmentation - RX-AL-C6

Basic Excel Application for Revenue Manager - RX-AL-C7

Beyond Room Revenue Management - RX-AL-C19

Restaurant Revenue Management - RX-AL-C20

## Distribution

Introduction to Hotel eCommerce - RX-AL-C8

Understanding Global Distribution Systems - RX-AL-C11

Globally Negotiated Business - RX-AL-C12

Distribution Backoffice Management - RX-AL-C13

Role of OTA & TPI in Hotel Distribution - RX-AL-C9

Direct Hotel eDistribution - RX-AL-C10

# TRAINING COURSES

Continued...

## Digital Marketing

Digital Marketing and forms of Electronic Media - I - RX-AL-C14

Digital Marketing and forms of Electronic Media - II - RX-AL-C15

GDS Marketing - RX-AL-C16

Advancing Digital Media - RX-AL-C17

ORM & CRM - RX-AL-C18

# REVXPERT CONSULTING

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While Revxpert is mostly focused on developing individuals in the hospitality industry, it is also making an effort to empower hotel companies to have their own set-up of in-house:-

- Revenue Management & E-Distribution
- Central Reservation Offices
- Digital Marketing Team

This is done by means of project based consulting that includes customised:-

- Strategy Creation
- Script Writing
- SOP formulation
- Specialist Hiring
- Technology Selection
- In-house Training



# REVXPERT PROCESS OUTSOURCING

Revenue Management . Distribution . Digital Marketing



While academy and consulting are two core areas of operation for Revxpert, the team also assists hotels that face fundamental issue such as lack of acceptable infrastructure in form of internet connectivity or availability of manpower.

For such hotels, team acts just like the in-house team and supports the hotel operation as an extended arm, representing the hotel in market.



For Information and Registration

Logon to

[www.revxpert.com](http://www.revxpert.com)

Or Contact at

[contact@revxpert.com](mailto:contact@revxpert.com)

+91 9811448335