# Fáilte Ireland Supports National

**Categorisation & Schedule of Supports (Q1)**

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| **February 2021**  **Demand Creation (Sales and Marketing)**   1. Marketing on a Shoestring (New) 2. Optimise Web and Social Channel Performance (New)   **Finance for Key Financial Metrics for HOD’s**   1. Key Financial Metrics for Small Hotels (New) 2. Key Finance Metrics for Rooms Department Heads (New) 3. Key Finance Metrics for F&B Department Heads (New) 4. Key Finance Metrics for Spa & Leisure Department Heads (New) |
| **March 2021**    **Strategic People Management**     1. Strategic HR & HR Practices for 2021 Realities   *Webinar March 3rd 2021, 11.30am – 1.30pm*    **Operations F&B Programmes & Supports**     1. Lean F&B - Driving Innovation, Revenues & Efficiencies (New 3-part programme suite) 2. Breakfast Efficiency Toolkit (New) 3. Inside Food Podcast Series(New) |

**Programme Content Detail**

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| **Demand Creation** |
| 1. **Marketing on a Shoestring (New)**   Practical advice on how to win a fair share of domestic and local tourism business in 2021 by engaging in low cost or no cost tactical marketing activity. Optimise Web and Social Channel Performance.   1. **The fundamentals of converting more web traffic into sales (New)**   2-part virtual training programme for businesses sales management and digital teams with strategic and tactical advice on how they can generate more sales from their website visitors   1. **Driving F&B Sales Demand** *(see below under Operational Management)* |

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| **Finance Programmes** |
| 1. Key Finance Metrics for Small Hotels (New) 2. Key Finance Metrics for Rooms Department Heads (New) 3. Key Finance Metrics for F&B Department Heads (New) 4. Key Finance Metrics for Spa & Leisure Department Heads (New)   These Key Finance Metrics programmes are designed to help HODs and those responsible for managing budgets, costs and profit margins learn how to manage their departmental P&L, set KPIs, monitor performance and understand their contribution to overall financial success of the business. The participants will become better equipped to effectively manage the financial performance of their department. |

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| **Strategic People Management** |
| 1. **Strategic HR Webinar Wed 3rd March - Masterclass**   Aligning your HR Strategy to your Business Strategy for 2021 – Your Plan & Practical Tips  This 2-hour webinar will support business owners, managers and hr professionals to:   * Reset and get to grips with the business strategy for 2021/2022 * Determine the big-ticket items to be addressed in developing a supporting HR strategy * Undertake a HR diagnostic to map needs/gaps against current supports * Identify more clearly the people strategy required to support your business strategy and establish an implementation plan to guide this |

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| **Operational Management – Food & Beverage** |
| **Lean F&B - Driving Innovation, Revenues & Efficiencies** (New)  A suite of training programmes and business supports for Senior Management, F&B Managers and Senior Chefs to support the business innovate and optimise its F&B operations and revenue streams to drive F&B profitability & support business recovery   * **Making Menus work** *(New)* (2-part virtual training programme x 15-20 pax) *Menu Re-engineering & Food Costing for breakfast; Lunch, Room Service, All day Dining, Food to Go and Outdoor Dining to deliver improved sales and profitability of food experience across the business.* Targeted at F&B Manager, Senior Chef * **Service to Sales** *(New)*(2-part virtual training programme x 15-20 pax)   *Drive a strategic change management programme to establish a culture and business model and training tools in upselling across the business to grow sales and increase revenues per customer for F&B*Targeted at F&B Manager, Senior Chef, Supervisors and other front facing departmental HOD’s   * **Driving F&B Sales Demand** *(New)*(1-part virtual training Programme x 25/30 pax) *Developing & implementing a tactical F&B sales recovery & growth plan*   Targeted at F&B Manager & Business sales & marketing team   * **Breakfast Efficiency Toolkit** *(New)*   *Launching End of February on our COVID Support Hub, this 8 part Toolkit with extensive range of supporting tools, templates and cheat sheets as well as labour cost and food cost calculators will help hotel owners, chefs and managers to pivot and expand their Breakfast Service to be more profitable, enhance the customer experience, increase sales and grow customer spend while reflecting modern lifestyle needs and healthy eating preferences* Relevant to business owners, senior managers, chefs and F&B Managers seeking to innovate, pivot and improve the performance and profitability of the Hotel breakfast offering.   * **Inside Food Podcast Series (new)**   *A 7-part Podcast Series with Subject Experts and Industry Practitioners in conversation offering advice and tips on delivering food service in 2021 - informed by consumer research & food trends, exploring innovation, technologies, and operating efficiencies from procurement to food production; menu engineering to upselling; labour costs to food waste as well as food service models for Breakfast; Food to Go/Click & Collect, Outdoor Dining and All-day Menus*  Relevant to business owners, managers, chefs and F&B Managers who are seeking to innovate, pivot and improve the performance and profitability of their F&B Operation |