

ACCESSIBILITY FOR ALL

A ONE DAY WORKSHOP FOR THE HOSPITALITY INDUSTRY

Date: - Friday 3rd October 2014

Location: - The Park Plaza Hotel, Westminster Bridge, London

Price – £195 per delegate plus VAT

Time: - 9.00am to 4.00pm

Attendees: - Hotel operations managers, conference venue managers, training managers, sales and marketing managers, front of House managers, food and beverage managers, concierge teams

Tutor: - Arnold Fewell, FCIM and FloH, Chartered Marketer, Special Catey Award Winner 2012

Booking details: – Please complete the attached detail below

Training Objective:-

By the end of the course participants will understand how to provide excellent customer service to disabled guests, they will also experience what the various disabilities are like so that they can use the experience to inform and motivate their staff to provide an accessible, inclusive and equal experience.

Aims of the course: -

1. Learn why the Hotel and Catering Industry needs to improve customer service to people with disabilities.
2. Facilitate empathy with using hospitality services when you are disabled.
3. See accessibility as an opportunity – Visit England identifies disabled people as a £2 billion a year market for the hospitality industry.
4. Ensure delegates understand the legal requirement for services to be accessible.
5. Let delegates experience different types of disability.
6. Demonstrate with practical examples and exercises, how providing excellent customer service does not have to be expensive.
7. Enable delegates to market their business successfully to disabled customers.

Style of the course: - The training is very interactive, using a variety of learning methods including videos, group exercises and role play to facilitate understanding and the acquisition of practical skills. Course includes all course materials, handouts and certificates of attendance. Smart casual attire is preferred.

ACCESSIBILITY FOR ALL

Please complete and return the booking form below to reserve your place/s.

Please reserve ____ places for me for the "Accessibility for all workshop" at the Park Plaza Westminster Bridge, 3rd October 2014 at £195.00 + VAT per delegate.

- Please find enclosed cheque as payment. (made payable to 'Automobile Association')
- If you would like to pay via credit or debit card please tick this box and we will call you back to take payment

Name/s of delegates:

Hotel Name: _____ Phone Number: _____

Address: _____

Address: _____

Post Code: _____

E-mail: _____

Send to

Martin Jeffery
Customer Support Advisor, Key Accounts

Tel: 01256 493442

Fax: 01256 491647

AA Hotel Services

E mail: Martin.Jeffery@theaa.com

14th Floor, Fanum House

Basingstoke

Hampshire

RG21 4EA

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