
Foundational Revenue Management



2.5 Days Intensive Workshop
Maximum of 12 Delegates
Training by Industry Experts

Consulting | Training | Community

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Revenue™
Management
Institute ●●●

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OVERVIEW

The Foundational Revenue Management workshop is for those with little exposure to revenue management practices. It gives a strong start in revenue management theory and shows how to use it in a friendly setting. We use real examples in the workshop to help learn and practice.

Delegates do exercises and talk about their work, which helps them improve quickly and feel more confident in what they need to do every day. This approach allows delegates to swiftly progress, acquiring practical skills and bolstering confidence relevant to their daily tasks.

KEY FEATURES

- 2.5-day residential workshop with a maximum of 12 delegate places for optimum learning.
- Delivered by an expert revenue management consultant with years of relevant commercial experience.
- Immersion in the intermediate principles of revenue management, including the demand levers for value creation.
- Real-world case studies including diagnostics, insights, implementation and results.

KEY FOCUS AREAS

- Introduction to Revenue Management
- Brand Positioning
- Packaging and Pricing Structure
- Active Mix Management
- Promotional Strategies
- Trading Partner Incentives
- Collaborative Case Study

THIS PROGRAM IS FOR YOU IF:

- You are a category, brand, finance or sales manager seeking to enhance intermediate revenue management skills, comprehension, and assurance.
- You want a strong foundation in revenue management principles before joining our advanced revenue management and value creation workshops.