

Comenius



OUR RESULTS
TALK
INSTEAD OF
WORDS

HOSPITALITY
SEMINARS

Every hotel website promises unique guest service that exceeds the expectation of the guest. In consequence, guests arrive at the hotel with the perception that they will be greeted and very well treated. Fulfil what you promise and stay ahead of the competition! The guest is no longer willing to accept average service from hotel employees, as was sometimes the case in the past.

The new emphasis on quality service has created a tremendous weight of responsibility for those who manage and work in hotels. The hotel industry operates in a totally different environment than that of other types of businesses.

Ask yourself! What other business calls its customers "GUESTS"? This characteristic alone forces hotel owners to give much more attention to quality service. We have to keep in mind the fact that the revenue in hotels is not from the sale of products, but instead, from the sale of services.

The differentiation for guests when it comes to choosing a hotel will, in most cases, be based on the quality of service received. Staff must be trained to supply the warmest welcome, the friendliest support, the ever-present, genuine smiles, the best guest-orientated service and a manner of communication that will attain the maximum in staff/guest relations.



Comenius seminars are designed for all those whose work requires interaction with guests, suppliers and colleagues on a regular basis. We equip the team at your hotel or resort with the skills they need to deliver excellence... every time! Staff members are your front line when it comes to selling your business. Members of staff that are motivated, inspired and well trained will secure your future. Benefits are immediate and measurable!

Now is the time to provide your staff with the tools they need to maximize guest satisfaction and, in doing so, to maximize your profits!

COMENIUS is specialized in interactive hospitality seminars where participants are encouraged to participate actively, to express themselves openly and to become involved. The relaxed presentation is full of practical examples, anecdotes and useful information.

THREE DIFFERENT SEMINARS

Comenius conducts three different seminars:

- I. The Spirit of Communication
- II. Your Nightmare Competitor
- III. Hotel Quality Lab

I The Spirit of Communication

"The Spirit of Communication" is training for managers & employees working in the hotel industry and particular for those who are in direct contact with the guest. One could think of front desk staff, bellmen, waiters, cleaning staff and department managers. It is advised that GM's and department managers are present to follow up and check on implementation.

This seminar includes all the basics to ensure quality within the hotel organization and emphasizes the importance of excellent communication between hotel staff and with demanding guests.

- During the communication training the participant will learn:
 - To improve the way of communication
 - To improve their way of observation
 - To be a better team member
 - To know how to read the guest
- As a result they will:
 - Increase awareness regarding their way of communication
 - Increase awareness regarding the effect from their communication
 - Improve skills for better communication
 - Reach the maximum efforts in guest relation.



THE SPIRIT OF
COMMUNICATION

Spirit of communications training topics

Communication	Hospitality	Operations
<ul style="list-style-type: none"> ○ What is communication ○ Email as communication tool ○ Web communication ○ Verbal- and non-verbal communication ○ The 7 basic expressions ○ Interaction with the guest ○ Telephone handling ○ Read the guest 	<ul style="list-style-type: none"> ○ It's all about hospitality ○ Welcoming the guest ○ Skills in hospitality ○ Delivering quality service ○ The first contact ○ Yes, with pleasure approach ○ Handling guest complaints ○ Ducks and Eagles 	<ul style="list-style-type: none"> ○ Concentrate on solutions ○ Take decisions ○ Time management ○ Check out process ○ Important steps for improvement ○ The difference between important and urgent ○ Know your property ○ Better teamwork ○ Improve teamwork

Food & Beverage	Your own brand	Social media
<ul style="list-style-type: none"> ○ Dining is emotion ○ Restaurant quality service ○ Satisfaction measurements 	<ul style="list-style-type: none"> ○ CEO of your own life ○ Effective managing your own brand 	<ul style="list-style-type: none"> ○ GDS ○ Billboard effect ○ Handling bad comments

The Spirit Communication is a one day seminar from 09.00 AM till 05.00 PM (including two coffee breaks of 20 minutes and one lunch break of 1 hour).

- Target group: All staff in contact with the guests
- Goal: Improve communication and satisfaction level for guests and staff
- Number of participants: maximum 25

II. Your Nightmare Competitor

“Your nightmare competitor” is a hotel management seminar for all management levels and includes the main items a manager is facing on daily basis, and includes also the changes taking place in the worldwide hospitality business like social media, the market changes and the changing guest expectations.

Hotels managers that don't recognize and respond to the changes, have the risk of falling behind the competition.



Change requires brave decisions. Change requires brave actions. Change requires hoteliers to think in different ways. It is no good just to think about how hoteliers deliver services better or how to market more effectively. Hoteliers have to fundamentally think about the service they offer to the future guest!

The seminar will deal with the challenges and traps the GM will face now and in the future! It is proved that as a result of the past trainings:

- The hotel revenue increased
- Efficiency improved
- Market share of the hotel improved
- Lower turnover of staff
- Improved guests satisfaction

Your Nightmare Competitor training topics

Manager focus	Social media	Manager skills
<ul style="list-style-type: none"> ○ Perception ○ Big changes in hospitality industry ○ Hotel Branding ○ Growing markets ○ Aging market ○ Changing demand ○ Additional revenue creation ○ Staff, your most valuable asset 	<ul style="list-style-type: none"> ○ Booking.com ○ Trip advisor ○ Internet communication ○ Develop social media listening skills ○ complaintHOTEL.com ○ Mobile technology ○ The pitfall of internet 	<ul style="list-style-type: none"> ○ Self analyzes ○ Analyzing new staff ○ Self-awareness ○ Self-management ○ Social awareness ○ Relationship management ○ Running a smaller non branded hotel ○ Market ideas for smaller business

The difference between “demand” and “need”	The nightmare competitor
<ul style="list-style-type: none"> ○ Brainstorm session about new products 	<ul style="list-style-type: none"> ○ How to tackle your nightmare competitor: a competition between participants

The Nightmare Competitor is a one day seminar from 09.00 AM till 05.00 PM (including two coffee breaks of 20 minutes and one lunch break of 1 hour).

- Target group: All staff in management positions
- Goal: To be prepared for the biggest challenge
- Number of participants: maximum 25

III. The Hotel Quality Lab

Two days seminar to improve the skills and professional approach

- Day 1: “The Spirit of Communication”
- Day 2: “You're Nightmare Competitor”

Training sessions are both days from 09.00 AM till 05.00 PM (including two coffee breaks of 20 minutes and one lunch break of 1 hour).

OTHER COMENIUS SEMINARS

Please contact us for prices and other seminars Comenius conduct like:



Restaurant Services

- Topics: Service experience, beverage basics, beverage service, food knowledge, guest experience, restaurant operations, service skills and attitude, etc.



Kitchen – Standard food operating procedures

- Topics: Kitchen storage & hygiene, optimizing food costs, decorating and presenting of buffets & a la carte menus, set up of banquets folders, efficient working with fish and meat, optimizing of operating procedures, logistics, how to set up kitchen standards, traditional kitchen, fusion kitchen, innovative & seasonal menus, finger food menus, etc.



Rooms Division (including Front Desk and Housekeeping)

- Topics: service experience, preparation experience, commercial experience, reservation experience, arrival procedures, in-house systems, room experience, special need experience, communication skills, recreation business, departure procedures, guest relation, reservations, concierge, telephone operator, etc.



Marketing & Sales

- Topics: introduction, the sales cycle, the modern traveller, what do you sell, the importance of defining the product, who is the buyer, the market, competition, sales processes & channels, TA & TO & OTA, pricing, ADR + occupancy & RevPar, revenue and channel management, marketing strategies, social networks & PR, expectation management, the TripAdvisor syndrome, up selling & loyalty programs, case study, discussion, conclusion.

DICK R. BLIEK

Your trainer is hospitality guru Dick R. Blik. After finishing school Dick Blik worked for more than 10 years in the photo business, but then switched his interest completely by starting his private travel agency and, after a while, he opened his own two hotels in Czech Republic. During that time he discovered his fascination for hospitality industry. After selling his hotels he became in 2002 General Manager of RUSS RESORT Complex, a Spa & Beach resort in Sochi (Russia). After two years in Sochi he started his own company Comenius limited and signed a consultancy contract with ORCO PROPERTY GROUP.

His first challenge was to bring HOTEL IMPERIAL in Ostrava, after bankruptcy, back to life. In a short time the hotel was in full business again and he received a "guest satisfaction award" from the Czech consumers association. Later Dick accepted a new position as Regional Director supervising six hotels from the MAMAISON GROUP. The hotels were situated in Czech Republic, Poland, Slovakia and Russia. At that time he became also accountable for all hospitality trainings within the company.

In 2008 and 2010 he held a number of seminars in Russia (Sochi and Moscow) on request of the Russian

Institute of Tourism and seminars in Czech Republic, Poland, Hungary, France (La Reunion), Portugal (Azores) and Croatia. In total more than 2000 people attended his "The Spirit of Communication" training in seven different countries.

Lately Dick Blik trained the teachers from the Sochi University for Tourism to teach them how to prepare the young hospitality students for the 2014 Olympic Winter Games.

Dick Blik was in 2009 appointed as Chief Development Officer and was responsible for the MAMAISON management deals, a widely accepted form of cooperation between hotel owner/investor and operating companies. From April 2010 till May 2011 Dick Blik was in charge of 10 hotels and 25 F&B outlets on the island of Hvar in Croatia.

In 2011 Dick became partner in the Vienna based company HIM as Senior Vice-President and responsible for operating policies and procedures and their implementation, training program and quality assurance programs. At the same time Dick Blik runs his own company Comenius Ltd, specialized in hotel consultancy, hotel management and hospitality trainings.

*You're a funny guy and a great speaker!
The training was very useful. I never met a
Dutch person that I didn't like. But you are
special. Please keep telling your valuable
stories!*

Jan Novak

**Front Desk manager Riverside hotel Prague
& his team**

Dear Dick,

*I'd like to thank you for organizing and
holding for our staff the "Guest
Communication" training. My team was
amazed by your personality; they loved
your stories and found the whole training
really useful and fascinating.*

Kinga Engelbrecht

General manager Andrassy Hotel Budapest

*The whole team of Hotel Regina from
Warsaw would like to thank you for the
wonderful time of the seminar. We have
learned a lot, smiled many times thanks to
the wonderful sense of humour of Mr. Blik.
In closure; we have learned so much!*

The Hotel Regina Team – Warsaw

*We have received a lot of useful
information! So simple but so new! And
your way of presentation made it extra
exciting.*

Susanna Kundakchyan

GM Hotel Nairi, Sochi, Russia

*During that very impressive and useful
training I have learned a lot regarding "skills
improvement", "complaint handling",
"team work", and "communications". All
this information I will definitely use in my
professional career. The part what
impressed me the most was the sample of
a different vision on yourself, being the CEO
of the company called "I" and managing
this company strategic, consistent and
effective. Very inspiring!*

Ilgam Yusipov

**Restaurant manager All Suite Hotel
Pokrovka – Moscow – Russia**



IN CLOSURE

In case you are interested in a
COMENIUS HOSPITALITY SEMINAR
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