



PROGRAMME WORKSHOP E-BUSINESS IN TOURISM PROEXPORT AND CBI

Enhance your international e-business capabilities in the Tourism sector! A MUST for the future

Objective

The main objective of the workshop is to know how to make effective use of the relevant international e-business opportunities in the Tourism sector.

Your benefits

After the workshop you will have immediate benefits from this workshop:

- You know which e-business applications are relevant for you, how to use and implement them effectively.
- The skills learned can immediately put to use. A large number of Internet connected computers is available to optimise your e-business opportunities.
- The quality and marketing of your website will be improved, including a better exposure to (potential) buyers!
- You will gain knowledge about the possible (financial) incentives from Proexport for implementing a CRM system
- You will increase the knowledge about your customers and know how to sell more to existing clients and how to upgrade you services.

And much more practical tips and suggestions!

Individual counselling

You have the opportunity to discuss your e-business opportunities with the facilitators from The Netherlands. It will be held for participants of the workshop, on the day(s) after the workshop, in individual sessions of 90 minutes. Make use of this opportunity and apply during the workshop!

Target group

Managers, owners of tourism companies with international clients, staff of support organisations and business consultants in the Tourism sector.

By whom?

The workshop will be organized by Proexport, in association with the Centre for the Promotion of Imports from The Netherlands (CBI). The facilitators are experienced CBI consultants from The Netherlands with specific expertise in the field of e-business.

Materials

- Powerpoint: E-business opportunities for tourism companies
- CBI Export Manual Website promotion
- Assignments E-business opportunities
- Annex: Useful websites about relevant e-busines opportunities in Tourism
- Article: E-business or no E-busines in your sector

Programme workshop E-business

	E-business day 1	E-business day 2	E-business day 3 (and 4)
08.15 – 08.45	Registration		
08.45 – 09.00	Opening		
09.00 – 09.30	Benefits CBI Discussion programme	Summary day 1 Main findings and gained skills	
09.30 – 10.30	Export strategy and e-business <ul style="list-style-type: none"> • Clients and what is the offer • Homepage assignment • Export strategy / defining goals • Plenary discussion 	Content Management System (CMS) for tourism websites <ul style="list-style-type: none"> • Example • Benefits • Do's and don'ts / optimizing use of CMS • Assignment (checklist) plus sharing knowledge 	Individual counselling: 90 minutes per participant. Make a list of topics you would like to discuss before the meeting.
10.30 – 11.00	<i>Coffee / tea break (Juan Valdez time)</i>	<i>Coffee / tea break</i>	Apply during the workshop!
11.00 – 12.30	Website check <ul style="list-style-type: none"> • Usability • Language issues • (usability) booking systems / reservation • Use of Pictures in tourism industry • Assignment 	Client Relationship Management (CRM) <ul style="list-style-type: none"> • Example • Benefits and need of CRM of tourism Company • Do's and don'ts / optimizing use of CRM • Assignment plus sharing knowledge 	
12.30 – 14.00	<i>Lunch</i>	<i>Lunch</i>	
14.00 – 15.30	Website check (continued) <ul style="list-style-type: none"> • Testimonials / Web 2.0 / Trip Advisor • Benchmarking • Online payment • (Optimising) use of videos and pictures • Assignment and plenary discussion 	CRM in Tourism (continued) <ul style="list-style-type: none"> • Presentation Proexport, financial incentives for a CRM system (30 minutes) • Presentation of two Colombian state of the art web designers about CRM and CMS (15 minutes each) • Plenary discussion and question 	
15.30 – 16.00	<i>Coffee / Tea break</i>		
16.00 – 17.30	Website marketing and evaluation <ul style="list-style-type: none"> • Search Engine Marketing • Google Adword • Evaluation visitors, Google analytics • Assignment plus sharing knowledge 	Implementation e-business opportunities <ul style="list-style-type: none"> • Action plan and tips about implementation, how to evaluate web designers, software, cost benefit analysisDo's and don't's • Plenary session 	
		Closing and handing out of certificates	