



HOSPA

The Hospitality Professionals Association
Professional Development



SPECIALISTS WORKING IN THE HOSPITALITY SECTOR

FINANCE | ASSET MANAGEMENT
REVENUE MANAGEMENT | MARKETING | IT



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**Wendy Carmen, Finance Director,
Carden Park Hotel**



The Hospitality Professionals Association (HOSPA) is the leading professional body in the UK for finance, asset management, revenue management, marketing and IT specialists working in the hospitality sector.

At HOSPA, we recognise that nurturing talent and building expertise is key for the future success and growth of your organisation. We offer both extended professional development opportunities as well as 'bite-sized' learning in the form of meetings, workshops and online content. We are committed to Continuing Professional Development (CPD), offering all our members a variety of opportunities to stay up-to-date with best practice and to develop their expertise.

All HOSPA members have quick easy access to:

- ✓ The Overview - the monthly membership publication from HOSPA, with archive copies available
- ✓ EBSCO online database with 5,600+ full text business and academic journals
- ✓ Exclusive members' area of the website filled with expert advice
- ✓ Free members' meetings (open to non-members for a small fee) providing networking opportunities as well as a contemporary and relevant topic of discussion with a guest speaker
- ✓ HOSPACE Annual Conference & Exhibition - discounted rates for members also open to non-members
- ✓ Best Practice Guides - available via the HOSPA online shop
- ✓ Professional updates - courses, workshops, events and members meetings
- ✓ Specialist community groups on LinkedIn - for regular debate and sharing





Short courses and events

HOSPA frequently hosts a range of meetings for members, both in London and around the UK. These range from full day events through to evening workshops with a speaker or two and the opportunity to network. For all the latest information visit www.hospa.org/events

Through collaboration with a range of partners, HOSPA offers a number of short one and two day courses on essential topics relevant to the membership, including for example:

- ✓ Improving Your Budgeting & Forecasting Techniques for Financial Managers
- ✓ How to Write a Business Case for Capital Investment Appraisal
- ✓ Food and Beverage Cost Control
- ✓ Hospitality Finance for Hotel Owners
- ✓ Hotel Revenue Management: Pricing, Marketing and Distribution
- ✓ Asset Management



HOSPACE

Conference & Exhibition

A particular highlight in our events calendar is our annual one-day conference. Delegates, exhibitors and sponsors join us for a day of cutting-edge insight into the latest issues and developments currently affecting the industry for UK and international professionals involved in Financial Management, Revenue Management, Marketing, Asset Management and IT. Each year the event features an international line-up of inspirational hospitality experts and panel discussions as well as a programme of industry-specific workshops and technical updates, led by top specialists in their subjects. For all the latest information visit www.hospace.net



Financial Management courses

The HOSPA Professional Development courses in Financial Management provide you with all you need to develop your career in business and finance in the hospitality sector.

Developed by senior finance professionals in partnership with learning experts, our courses provide practical skills and technical knowledge specific to the hospitality industry. The content is regularly updated and represents best practice in the industry.

There are three levels of study on offer:

Stage One - Introductory Financial Accounting

Stage Two - Operational Management Accounting

Stage Three - Strategic Management Accounting

Successful completion of all three courses available leads to Certified Associate Membership of HOSPA or each course can be studied independently depending on your requirements. At the end of each course, following the successful completion of the assessment, you will receive HOSPA certification.

Courses commence in March and September each year. Studying in your own time, but working to our timetable, you are required to submit four assignments and pass a three-hour examination for each Stage. Throughout the course you will be supported by your online tutor. Examinations are held in January and July each year. We recommend you allow 4 to 6 hours of study per week depending on your experience.



What does each course include?

- ✓ Study pack
- ✓ Online learning space with access to additional resources
- ✓ Learners' discussion forum
- ✓ Specialist online tutor support
- ✓ Access to EBSCO - our online database of 5,600 + ejournals and resources
- ✓ All assessments, feedback and examinations



Wendy Carmen and HOSPA Chairman, Harry Murray.

"When we were looking for a Finance Learning Programme we knew instantly that HOSPA was the right fit for Carden Park Hotel. It is an industry recognised programme that not only ensures our employees are gaining the right qualifications and knowledge but one that #teamcarden are also enthusiastic about completing. The nature of hotel accounting is very different to many industries and we wanted an exciting Finance Learning Programme that reflected this. At Carden Park our ethos is to 'grow our own', we ensure that our team have the opportunity to develop within their roles and HOSPA has been a big part of this for our finance and food and beverage teams. The team turnover is very low for which we can partially attribute this to them feeling valued and being able to progress by completing appropriate training. The support from HOSPA throughout our learning journey has been fantastic and we will certainly be continuing to grow our team with their programme."

**Wendy Carmen, Finance Director,
Carden Park Hotel**

"Studying with HOSPA is one of the best things I have done and was definitely worth it. The course tutors were fantastic and I would definitely recommend it to anyone wanting to progress in hospitality finance. The course was a huge help in fully understanding the many different processes within the Finance Department, tailoring them to the hospitality sector. My promotion to Financial Controller shortly after completing the course would not have been possible without my HOSPA award as without it I wouldn't have had the knowledge or the confidence to achieve what I have. My hope is to continue progressing within the industry for many years to come."

**Matthew Bennett, Financial Controller,
The Derbyshire Hotel**

Revenue Management courses

Revenue Management is an exciting, dynamic and evolving discipline within the hospitality sector. With more and more organisations investing in, and focusing on, developing profitable revenue streams across the business, the qualified Revenue Manager has never been more in demand.

HOSPA courses provide much more than training in Revenue Management - we enable our learners to learn about the different approaches to a particular technique and, with your tutor's expert help, enable you to develop your skills to assess what techniques can be best applied to the organisation. And of course the content is based on best practice in the sector.

HOSPA offers three levels of study:

Level One - Introduction to Revenue Management

Level Two - Operational Revenue Management

Level Three - Strategic Revenue Management

Successful completion of all three levels of the course leads to Certified Associate Membership of HOSPA or each level can be studied independently depending on your requirements.

When can I start?

The course is studied in three separate components, each taking five months to complete. Courses commence in March and September each year. Studying in your own time, but working to our timetable, you are required to submit work based assignments and pass a two-hour examination for each level (1 & 2). Throughout the course you will be supported by your online tutor. Examinations are held in January and July each year. We recommend you allow 4 to 6 hours of study time per week depending on your previous experience.

What does the course include?

- ✓ Study pack for each level
- ✓ Access to the HOSPA online learning space with additional resources
- ✓ Specialist online tutor support
- ✓ Learners' discussion forum
- ✓ Access to EBSCO - our online database of 5,600+ ejournals
- ✓ All assessments, feedback and examinations
- ✓ Access to the Journal of Revenue and Pricing Management both current and archive editions



"The course has enabled me to apply academic grounding, theory and background to concepts and issues that I come across every day, as well as providing industry proven and researched ideas and business solutions. I've also encouraged two of my team members to undertake the Revenue Management programme, and am acting as their in-house mentor."

Henry Rouse, Revenue Manager, Hoseasons

"The course is designed to offer best practice and the work-based assessments definitely allow me to enhance my own revenue management decision-making across all the revenue generating outlets in my hotel. The knowledge and skills I have and am developing from participating in this course will assist in my day-to-day performance along with my career opportunities, and I am very grateful to the teaching and guidance offered by the team at HOSPA."

David Clancy, General Manager, Leonardo Edinburgh Capital Hotel. Prize winner, Level One in March 2017 and Overall "Learner of the Year" for Revenue Management 2017.



No Time to Study?

HOSPA offers members several options to enable you to keep up-to-date.

EBSCO online libraries

EBSCO is the leading provider of research databases, e-journals, magazine subscriptions, e-books and discovery service to libraries of all kinds. For over 70 years, EBSCO have partnered with the world's leading publishers to create the most robust research resources on the market today, improving research with quality content and technology. Business Source Corporate Plus provides users with the most recent articles from renowned trade publications, ability to monitoring competitors and market trends and supports business research. Users can find premium content from the world's top publishers including Harvard Business Press, Taylor & Francis, SAGE, Wiley and Routledge to name a few.

Visit the HOSPA website for video and power point tutorials on how to use this invaluable resource.

Ebooks

HOSPA is developing a series of interactive ebooks, written by experienced practitioners and subject matter experts and generously funded by the Savoy Educational Trust, free to download via iTunes and in PDF format, providing an introduction to some of the key concepts in finance and revenue management and their application in the hospitality industry.

OUT NOW

Revenue Management - An Introduction for Practitioners

Providing the reader with an understanding of the core components of Revenue Management and how it can be used in the hospitality industry. Covering topics from understanding the motivation of the customer and the influence of the economic cycle in making purchasing decisions to competitive markets and the principles of market segmentation.

COMING SOON

Financial Management - An Introduction for Practitioners

A handbook for those who wish to learn more the specifics of hospitality accounting including an introduction to the Uniform System of Accounts for the Lodging Industry.



Best Practice Guides

HOSPA is delighted to offer a range of best practice guides on topics relevant to the hospitality sector. Our latest guide is entitled 'Tips, Gratuities, Service charges and Troncs'.

We have produced this guide to support the UK hospitality industry in its efforts to make long-established practices around tips, gratuities, service charges and troncs more transparent and fair. In doing so, we have also highlighted practices which are no longer 'fit for purpose'.

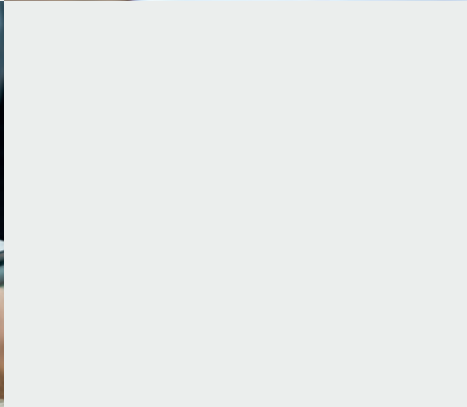
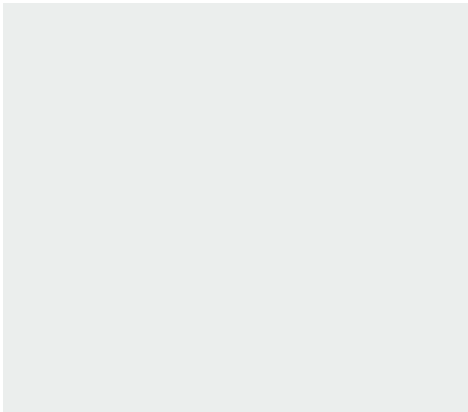
Online CPD from BPP

HOSPA member benefits include discounted pricing for online courses and webinars offered by BPP. BPP are world class providers of online courses for the finance profession and for business leaders. For more information visit www.hospa.org/bpp

How we are helping to shape the future

HOSPA is proud to sponsor schemes such as the Springboard Mentoring Gems, which aims to give students on full time hospitality-related courses a career-enhancing boost. The Springboard 'gems' scheme aims to inspire and nurture the future talent of the hospitality industry, helping those studying hospitality-related courses at university to build their confidence.

The future is always uncertain, but your future opportunities will be enhanced by engaging with us to support your Continuing Professional Development.



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Sign me up!

For more information on all our education and training activities, please contact the Professional Development Team on **01202 889430**. To enrol, please email **education@hospa.org** or complete and submit the application form online at **www.hospa.org/education/enrol**

