



Certified Revenue Manager

International Professional Standards

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In an increasingly globalist and cross-linked world, employees in the hospitality and travel industry are faced with rapid changes in job-related requirements.

With new job profiles continuously emerging, conventional education often struggles to keep pace. The International Association ICRME (International Center for Revenue Management Education) is determined to address the challenges in the field of Revenue Management by offering Internationally certified training courses.

Program

The course comprises 15 one-day modules in which participants will be introduced to the different aspects of Revenue Management. The transfer of learning to the real work environment is a crucial element of the course.

RM – Revenue Management		DM – Digital Marketing		EL – Electives	
RM01	Basic Concepts of Revenue Management	DM01	Distribution – Business Models and Systems	EL	5 Modules by choice, e.g.
RM02	Strategic Revenue Management	DM02	Digital Marketing	EL1	Online Reputation Management
RM03	Revenue Management Operations	DM03	Social Media and Community Management	EL2	Basic Training Trust CRS
RM04	Total Revenue Management	DM04	Distribution Strategy	EL3	Communication and Presentation Skills
RM05	Live Application and Case Studies	DM05	Live Application and Case Studies	EL4	Optimizing of Website and Booking Engine
Final Examination “Certified Revenue Manager” ICRME					

The training course is divided into three “blocks” each consisting of five individual modules. Part I focuses on Revenue Management, Part II on Distribution and Digital Marketing. Part III covers modules which can be individually selected by participants.

Each Module (of 1 day) will be assessed Online. As soon as a participant passes all five modules of a block, a “certificate” will be awarded.

Passing all 15 Modules within 36 months qualifies to apply for the final examination. This examination consists of a Case Study in which the candidate demonstrates how the knowledge gained was applied in real life, and a final interview. Participants passing all exams will be awarded the Certification “Certified Revenue Manager ICRME”.

Participants should estimate between 12 and 18 months to complete this training.

RM01 – Basic Concepts of Revenue Management

This module familiarizes the participants with the fundamental principals of modern Revenue Management. Apart from the basic concepts, i.e. Kimes "Strategic Levers of Revenue Management", their application ("Demand Calendar") and the most important key figures/ratios are covered.

RM02 – Strategic Revenue Management

The focus is laid on mid- and long-term objectives of Revenue Management. Key elements of this module are Compset, Positioning, Benchmarking and Performance Monitoring.

RM03 – Revenue Management Operations

By structuring Revenue Management into daily, weekly and monthly tasks the application and operations side are demonstrated, discussed and familiarized. This includes the organization and structure of Revenue Meetings, which can be applied directly in the participants hotel/organization.

RM04 – Total Revenue Management

As in many companies Revenue Management is solely applied in Rooms Divisions, this module concentrates on the application in other revenue generating departments. For F&B, banquets and conferences, and Spa, examples get analyzed, key benchmark figures developed and potential measures discussed.

RM05 – Live application and case studies

Aside of the familiarization with the necessary theory, the knowledge transfer and application into the daily work life are central points of the program. To achieve this, tasks have to get resolved, in groups or as individuals, using real or fictitious examples. Upon request participants may use their own hotel/company as an example to work on during the course.

DM01 – Distribution – Business Models and Systems

The majority of bookings today is either influenced or directly conducted through/with electronic booking systems. The participants are familiarized with common (electronic) booking channels, single image inventory and the challenges of maintaining the distribution network on a daily basis. A second focus of this module are the various business and contracting models of on-line booking platforms.

DM02 – Digital Marketing

Today, the proprietary website is the most important on-line booking channel for most hotels. It is in the center of its on-line marketing activities and has to satisfy certain minimum requirements. To be visible, attract customers and generate bookings, a number of instruments exist – starting with review platforms and search engine optimizations. This module concentrates on how these instruments work and how they should be used in order to be successful.

DM03 – Social Media and Community Management

Social Media has evolved in the last years, with seemingly unlimited opportunities. Which measures should be taken for hotels/hospitality organizations? What needs to be practically considered to be successful with them? What is story telling, community Management and how can Social Media be utilized in the daily work? These are the key subjects of this module.

DM04 – Distribution Strategies

No other field in the hotel industry has evolved faster in the last years than on-line Distribution, and there are no signs of a slowdown. Continuous changes pose many challenges for hoteliers, and a rising entry hurdle. This module will provide a methodical approach to master on-line distribution. What are the targets, which systems should be used, where and how do they need to be interfaced, etc? The “layer model” describes the way of rates and availabilities to the points of sale and how reservations are transmitted to hotels. Costs and net revenue contribution per channel are other key subjects of the module.

DM05 – Live application and case studies

As already in Block 1 “Revenue Management” this module will challenge the participants with the transfer and application of the learned. They will analyze a hotel (the use of their own hotel/company is possible upon request) in a complex business case, determine strategic need areas and propose measures answering these needs.

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Electives (mandatory modules)

The “Electives” offer the participants the opportunity to develop skills and knowledge further or to bridge gaps in their previous education. It is very flexible and can be adapted either individually or according to requirements of the employer. A growing number of elective modules offers the variety to focus i.e. on Financial Management, Leadership, Presentation or Communication Skills, or a deeper dive into Reservation/Revenue Management Systems, Analytics or Property Management Systems.

For hotel chains or groups this provides the flexibility to adapt the ICRME education according to the specific requirements and systems used in the company. Also an integration into existing training programs through a “Dual Degree” is possible, and was already done in the past.

To offer a maximum flexibility of the program, participants have the possibility to request a qualification of already passed trainings as credits for the ICRME.

In-house Seminars

Starting with a minimum number of 7 participants, the organization of the ICRME as an in-house seminar/program may be feasible. Wherever possible, the tasks and examples will be replaced with the own hotel. Also a pre- and post program can be included. Kindly contact us for further information.



Costs and General Terms & Conditions

		CHF/EUR/\$
Training Participation	Participation is subject to change by country and location. Please contact your training provider for details.	
Test (Online or Offline)	Standard (single modules oder repetition), per test	40.00
Skill Cards	Offline Skill Car (Documentation of module)	40.00

Prices can be subject to VAT, depending on country of the participant.

Contact & Application

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