

THE FUTURE OF HOTEL MARKETING

AN AI-POWERED APPROACH

Executive Education Course by Leading Industry Expert

29 June, 3 & 6 July
2023 Live Online





WHY JOIN THIS COURSE

Are you curious about how Artificial Intelligence (AI) can help revolutionize the hospitality industry? Would you like to learn about the latest marketing strategies and techniques to attract and retain more guests in your hotel? Then this Course is for you!

Whether you're a Hotel Owner, Manager Marketer, or Consultant, this Course will equip you with the knowledge and skills to stay ahead of the curve in the rapidly changing world of technology and hospitality.



COURSE OVERVIEW

01

This 7-hour Online Course will explore the exciting possibilities of using AI in Hotel Marketing

02

You will learn how AI can help you better understand your guests, personalize their experience, and predict their behavior

03

We will also discuss how to use AI to optimize your website and advertising strategies and how to measure the success of your marketing campaigns.

JUNE 29	6:30 p.m. – 6:30 p.m.	ONLINE SESSION
JULY 3	7:30 p.m. – 7:30 p.m.	ONLINE Q&A
JULY 6	6:30 p.m. – 6:30 p.m.	ONLINE SESSION



MEET OUR SPEAKERS

We are professionals providing today's digital marketing,
AI services & education

MAIN SPEAKER



Montserrat Peñarroya

Expert in Digital Marketing & AI

COURSE COORDINATOR



Dr Edith M Szivas

Expert in Business Development /
Tourism & Hospitality



CLICK HERE

Read more: <http://ifd.ae/about>



THE COURSE WILL INCLUDE





WHAT WILL YOU LEARN

01

LISTEN

Introduction to Artificial Intelligence (AI) in the Hotel Industry
AI for Guest Services
ChatGPT for Search Engine Optimization

02

QUESTION

Q&A Session

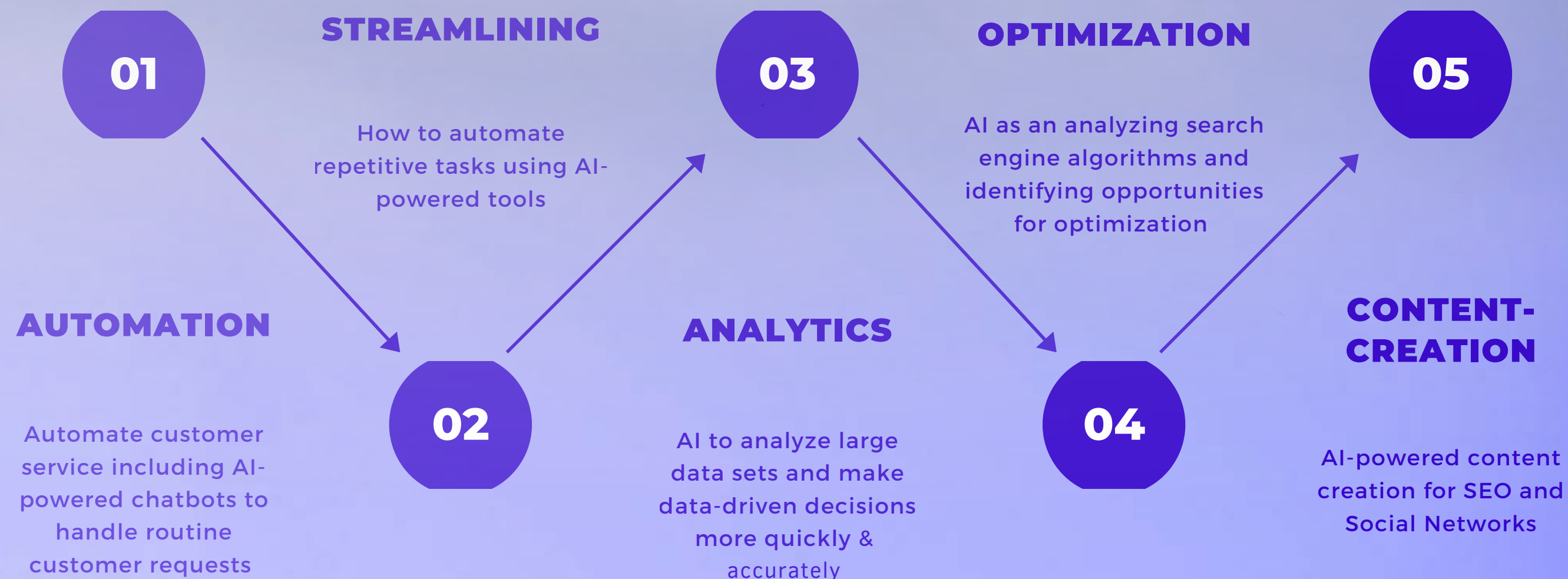
03

SUMMARIZE

AI for Sales and Marketing
AI for Customer Engagement and Social Networks
AI for Staff Training and Development
The Future of AI in the Hotel Industry



KEY LEARNING POINTS



AI induced productivity and efficiency in hotels operations results in cost savings and improved business performance



BY THE END OF THE COURSE YOU WILL BE ABLE TO PERFORM

TASK AUTOMATION

Use AI
tools and
techniques
to
automate
tasks

ANALYSIS

Big Data
Analysis

INFORMED DECISIONS

Make more
informed
decisions
with help
of AI





THIS WILL LEAD YOU TO



EFFICIENCY

Increased
efficiency
and
productivity

SAVINGS

Time and
resource
savings

PERFORMANCE

Improved
organizational
performance

OPTIMIZATION

Optimized
marketing
strategies
that drive
revenue and
profitability.

COURSE REGISTRATION & CONTACTS



PRICE

AED 2500

ONLINE REGISTRATION

[HTTPS://WWW.IFD.AE/COURSE-REGISTRATION](https://www.ifd.ae/course-registration)

PLEASE CONTACT US FOR FURTHER DETAILS



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[CLICK HERE](#)



FULL TRAINING PROGRAMME DIGITAL MARKETING FOR HOTELS 2023



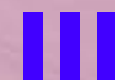
The Future of Hotel Marketing: An AI-Powered Approach

29 June - 6 July 2023



Digital Marketing for Hotels: SEO & Google Analytics 4

September / October 2023



Creating Your Full Digital Marketing Plan Like a Pro

November / DECEMBER 2023

PROGRAM BENEFITS

**ACQUISITION OF
PRACTICAL SKILLS**



**IMPROVED DIGITAL
PLATFORM SETUP**

**ACCESS TO TOOLS,
RESOURCES &
TEMPLATES**



**ENHANCED TRACKING &
MONITORING**

**CREATION OF DIGITAL
MARKETING PLANS**



**IMPROVED PERFORMANC
ANALYSIS**

**ENHANCED DIGITAL
MARKETING EFFORTS**



**INCREASED REACH &
RETURNS**

**AI TEHNIQUES
INTRODUCTION**



**PROGRAM COMPLETION
CERTIFICATE**

**AI IMPLEMENTATION
GUIDANCE**



"KHDA" ATTESTATION





ABOUT IFD

YOUR LOCAL PARTNER IN EDUCATION AND TRAINING

Founding & Mission:

The Institute for Future Development (IFD), founded in 2021 in UAE, aims to empower individuals and organizations by fostering innovation and growth in emerging industries.

Services & Focus

IFD offers educational, advisory, and entrepreneurial support services, with a focus on bridging education and training gaps in sectors such as art, tourism, digital marketing, and AI

Network

Supported by a strong international network of experts, IFD infuses the latest know-how, technology, and experience into its offerings



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