

**Subject: Examples of Detailed programme of the training period:****Example 1:**

24<sup>th</sup> Feb - Arrival date, accommodation in the hotel.

25<sup>th</sup> Feb – Membership: Acquisition of new members; Conditions for entering into ABTA membership; Membership fees for regular and associate members; Membership fees; Reasons for exclusion from membership; The obligations of members of the association; Obligations of ABTA towards members of the association; The frequency of communication with members (mail, phone, web); Ways of collecting and updating members data (ABTA membership base).

26<sup>th</sup> Feb - Office procedures: A way of receiving and forwarding documents (main e-mail -> other colleagues / Board members); Ways of communication with members; Procedures for dealing with complaints; Procurement of office supplies

27<sup>th</sup> Feb – Education: Planning; Methods; Main topics; Motivation; Employees within ABTA's in charge of education (educated worker or subcontractor); Fees for education (or included in the membership fee); Informing members about changes in laws and regulations (for example seminars on the application of certain regulations, etc.)

28<sup>th</sup> Feb – Personnel management: Job vacancies (recommendations / administrative competition); Keeping records of working time; Keeping records of overtime; Team building programs for employees; Office meetings (dynamic: once a week / twice a week...); Stimulation; Part-time employment (students / seniors / associates).

1<sup>st</sup> Mar – Accounting procedures; Own / external; The option of paying dues in instalments – compensations; A program for invoicing; Recovery of claims; Invoicing members (for which services)

2<sup>nd</sup> Mar – Free time

3<sup>rd</sup> Mar – Free time

4<sup>th</sup> Mar - Marketing and PR: Web administration; Advertising; ABTA's PR; Frequency of writing news and press releases; Ways of promoting members; Publications; Sale of space advertising.

5<sup>th</sup> Mar - Trade shows: ABTA's participation (frequency /which fairs); Possibility for ABTA members to participate /be present within the stand and the possibility for distribution of their materials; Frequency of organizing the seminars within the trade show for ABTA members.

6<sup>th</sup> Mar - Special projects: Projects initiated by ABTA and those in which ABTA participates as a partner in 2013 / 2014<sup>th</sup>; Employees working on special projects; Education of special projects teams; Special competences of project managers; Members benefits of the projects in which ABTA is included; Percentage of members involved in these projects; Completed projects and their results ( experiences of ABTA members and employees).

7<sup>th</sup> Mar - ABTA's cooperation with other foreign institutions: With local institutions; with foreign associations; Frequency of participation at foreign meetings/ congresses / assemblies; Benefits and experiences from these meetings; Organizing events for foreign associations in England based on ABTA's cooperation with them (ABTA's involvement in the organization of the same)

8<sup>th</sup> Mar - Sources of funding: Call for projects; Membership fees; Donations; Selling ads in publications; From seminars and training; From EU projects.

8<sup>th</sup> Mar – Free time

9<sup>th</sup> Mar - Departure

**Example 2:**

10/02/2013 – Arrival

11/02/2013 – Introduction to the company and mentor, sharing basic knowledge on activities

12/02/2013 – Learning about operations, work flow, how the departments are divided, getting insight in specific operation fields

13/02/2013 – Experiencing a day with customer service team, getting knowledge on how customers are treated and how trouble shooting is executed

14/02/2013 – Joining on site operations team on different on going projects

15/02/2013 – Giving a presentation on “Product and destination Croatia” and sharing local operation experience

16/02/2013 - Free time – weekend  
17/02/2013 - Free time – weekend  
18/02/2013 – Spending day with purchasing and placing team to understand the complexity of massive accommodation operations. Getting knowledge on specific placing issues in the destination.  
19/02/2013 – Participating to different contracting meetings around hotels f London. Getting the idea of contracting activities in a demanding and specific environment  
20/02/2013 – Spending time with product development team and join actively to create new programs for known customers  
21/02/2013 – Learning about MICE operations departments. Day dedicated to comprehend complexity of handling congress or incentive program in UK  
22/02/2013 – Reflection day around all the mentioned departments  
23/02/2013 – Free time – weekend  
24/02/2013 – Return home

### **Example 3:**

22/02/2013 - Arrival to Luton

23/02/2013 - Free time – weekend – sightseeing and learning about the city

24/02/2013 - Free time – weekend – sightseeing and learning about the city

25/02/2013 – Headquarters office in Luton

- Introduction to the company and mentor, sharing basic knowledge on activities and different departments within the company
- Learning about operations, workflow, how the departments are divided, getting insight into specific operation fields
- Meeting Products and Weddings, learning about the specific products
- Learning about Contract Processing and the procedures
- Learning about Purchasing and the best practice
- Learning about Marketing and the most effective tools
- Learning about Inventory and company's standards

26/02/2013 – Headquarters office in Luton

- Learning about Product Development and the latest trends
- Learning about Trading
- Active participation in creating a differentiated product in one segment of targeted market in Croatia
- Learning about Yielding
- Learning about Purchasing Systems Support

27/02/2013 – Retail shop in London, 27<sup>th</sup> Borehamwood

- Joining on site sales team to learn about the backoffice workflow and the operations

28/02/2013 – Retail shop in London, 27<sup>th</sup> Borehamwood

- Spending day with the sales team to understand and get to know the specific needs/products/requirements of UK customers

01/03/2013 – Retail shop in London, 28<sup>th</sup> Crayford Superstore

- Introduction to one-stop shop for all customers' holiday needs where they can browse the brochures, get the holiday money sorted, talk to a dedicated cruise holiday advisor and book a holiday

02/03/2013 - Free time – weekend – sightseeing and learning about the city

03/03/2013 - Free time – weekend – sightseeing and learning about the city

04/03/2013 – Retail shop in London, 28<sup>th</sup> Crayford Superstore

- Experiencing a day with customer-dedicated team, getting knowledge on how customers are treated and how trouble shooting is executed

05/03/2013 – Retail shop in London, 1<sup>st</sup> Enfield

- In-house training and presentation on “Product and destination Croatia”

06/03/2013 – Retail shop in London, 1<sup>st</sup> Enfield

- Sharing local operation experience, enhancing production processes and sharing good practice and experience

07/03/2013 – Retail shop in London, 2<sup>nd</sup> Borehamwood

- Learning about shop advertising tools and practices
- Participating in sales by actively monitoring the customer types, preferences and demands, as well as observing the sales team’s responses

08/03/2013 – Retail shop in London, 2<sup>nd</sup> Borehamwood

Reflection day to be spent summarizing the processes and procedures and tools with the shop manager

#### **Example 4:**

27<sup>th</sup> Oct - Arrival date, accommodation in the hotel.

28<sup>th</sup> Oct - Free time.

29<sup>th</sup> Oct - Introduction of the mobility participant with the company structure and the colleagues, insight in different departments within the Tourholidays.

30<sup>th</sup> Oct – Learning about the specifics of the package travel product development: selection of suppliers, site inspections, negotiating and contracting suppliers.

31<sup>st</sup> Oct – Learning about specifics of the package travel product development: yield management, charter flight management.

1<sup>st</sup> Nov – Insight in marketing activities: brochure development and budgeting, internet marketing, design of marketing materials, the new trends in marketing in the UK.

2<sup>nd</sup> Nov – Improving understanding on the sales management and the new trends: the specifics of the UK market, implementation of the sales strategies – the sales techniques, achieving sales targets

3<sup>rd</sup> Nov – 4<sup>th</sup> Nov - Free time

5<sup>th</sup> Nov – 8<sup>th</sup> Nov - Visit to the World Tourism Market and participation in product sales and marketing activities: presentation of the products, promotional activities, business to business meetings

9<sup>th</sup> Nov - Insight in operations: planning cycle, requirements, contracting local representatives, monitoring and operations control, review of the training placement

10<sup>th</sup> Nov – Departure

#### **Example 5:**

25th Jan - Arrival date, accommodation in the hotel.

26th Jan - Visit of the " The Telegraph ADVENTURE TRAVEL SHOW"; learning about presenting the travel offers to the market (host company will be exhibiting at the fair);

27th Jan - Visit of the " The Telegraph ADVENTURE TRAVEL SHOW"; learning about presenting the travel offers to the market (host company will be exhibiting at the fair);

28th Jan - Introduction of the mobility participant with the company structure and the colleagues, insight in different departments within company

29th Jan - Learning about market research - identifying trends on the market, recognizing the potential of



different travel sectors, finding the right market niche and forwarding the info in the right form to the product development department

30th Jan - Creating the basic product according to the results of the market research. Selection of suppliers, site inspection, negotiating and contracting suppliers. Creating the final program. Education of guides and local partners.

31th Jan - Decision making in product pricing. Distribution of income. Investment. Budgeting.

1th Feb - Visit of the "DESTINATIONS Holiday & Travel fair"; "; learning about presenting the travel offers to the market (host company will be exhibiting at the fair);

02nd Feb - free time

03rd Feb - free time

04th Feb - Expanding knowledge about the possibilities of product promotion and getting to know different media channels. The advantages and disadvantages of each type of media used to promote products.

Learning on how to use the chosen media channel to the optimum.

05th Feb - Creating a good story. Making your program different. Using social media (Facebook, Twitter, etc.) - to promote products. Writing blogs. Digital storytelling.

06th Feb - Monitoring customer satisfaction. Creating customer loyalty. Dealing with complaints. Legal issues Insurance.

07th Feb - Departure

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