



TRAINING

“Marketing in the Digital Era for Hospitality & Tourism”

18th of December 2020, Luang Prabang Province

COVID-19 has impacted many businesses around the world, especially hospitality and tourism sector, and the pandemic has certainly impacted consumer behavior. Therefore branding your image by using digital marketing and its pool of tools can help you in overcoming the crisis and enable you to attract customers and possibly a new target market in the future.

ECCIL EuroCham Laos together with J&C Marketing, are planning to organize a 1-day training on “Marketing in the Digital Era for Hospitality & Tourism” with the objective to support business owners and Marketing managers to optimize Digital tools usage in the most efficient and economic way.

This one day training will cover the following points:

1. Creating packages using Facebook to increase sales:

- Understanding of the Lao Markets
- Using Data collected to create attractive offers
- Using Facebook features to showcase these offers
- Re-marketing to previous customers

2. Using WhatsApp Business to enhance customer care and increase sales:

- Setting up WhatsApp Business
- Using catalog and quick reply features
- Labelling and tracking customer behavior
- Re-marketing to previous customers via WhatsApp

3. Setting SMART goals for digital platforms

- Creating a feedback loop to make sure your marketing is effective
- Engaging customers and generating interest
- Posting for results
- Boosting for results

4. Integrating branding and sales for short and long term

- How to create offers without compromising your brand
- Looking into the future for your brand by analyzing your sales today
- How consumer behavior has changed and ways it will impact your business in the coming years

Who should attend?

- Business owners, Marketing managers operating in the **hospitality and tourism sector**
- Staffs who are dealing with Marketing, PR, and social medias operating in the hospitality and tourism sector

Speaker:

The training will be conducted by Ms. Sudha Wadhvani, Business Development Manager, at J&C Marketing. J&C Marketing is the fastest growing Marketing Agency in Laos. They have extensive knowledge of the Lao markets and appreciate the unique nature of working in Lao PDR. J&C Marketing is part of the J&C Group – which is active in Insurance, Marketing, Real Estate, Investment, Manufacturing and Hospitality, offering employment to over 100 local & international staff members.

Tentative Agenda:

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| 8:30 - 9:00 | Registration |
| 9:00 - 10:45 | - Introduction to Digital Marketing - Creating packages using Facebook to increase sales |
| 10:45 - 11:00 | Coffee break |
| 11:00 -12:00 | Using WhatsApp to enhance customer care and increase sales |

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| 12:00 - 13:00 | Lunch |
| 13:00 - 14:30 | Setting SMART goals for digital platforms |
| 14:30 - 14:45 | Coffee break |
| 14:45 - 16:00 | Integrating branding and sales for short term and long term |

Training fees:

Member: USD 115 per person
Non-member: USD 134 per person

** The fee includes coffee breaks, lunch, certificate and handouts*

For more information and registration, please contact:

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Remarks:

- After registration, participants have to pay the full amount of the training fees at least 3 days before the training starts.*
- In case of cancellation, the participants should inform us by writing us on email before the training day.*
- Participants who miss or cannot attend the training without any notice, the full amount of the training's fee will be charged.*

SUPPORTED/FUNDED BY:

