

**RESHAPE EVENTS, SKILLS, HOSPITALITY, TOURISM:  
STRATEGIES AND OPERATIONS**

*International professional 450 hours training pathway*



The COVID-19 pandemic disrupted labor markets globally since 2020 and accelerated existing trends. Millions of people were furloughed or lost jobs, and others rapidly adjusted to working from home as offices closed. Travel-Hospitality-Event-Tourism Industry has been changed as well. Warning signs show that the business, leisure, bleisure clients' needs and behaviours are not as usual, and as before. In a time of great uncertainty, students, junior and senior professionals must reshape mentality, strategies, operations to compete in a new landscape in the hospitality, events, tourism industry, considering cancellations, postponements, restrictions of physical proximity, automation of some occupations, remote work, e-commerce, reduction in business & leisure travels, requirements for safety, mental-physical-emotional health and responsible travel policies.



Pandora Management Solutions, based on more than 20 years of experience in education, training & consultancy, has designed this pathway of excellence to allow students, junior and senior professionals to work together in and with international contexts as well as in their own country with innovative approach-methodology, and more advanced skills required in a postpandemic diverse economic and labor market; to move to other occupations, build, rebuild, reimagine their job, position, career, goals.



## WHO CAN APPLY

EU, non-EU graduates, undergraduates over 18

Junior & Senior Professionals who look for jobs, repositioning, new challenges, perspectives

## OBJECTIVES

**Design, manage, measure** events, housing, hospitality, tourism with new open view, international approach-methodology to respond effectively, creatively and collaboratively to the present and future

**Focus, set, share** “S.S.M.A.R.T.” objectives to evaluate results and performance, enhance reputation and recognition, respond to clients’ new needs, lifestyle, expectations, challenges

**Avoid, prevent, face** critical mistakes managing customers, attendees, staff

**Reshape, pack, promote** operations, products and services safeguarding short-medium-long-term environmental, health, social, cultural, economic sustainability & biodiversity

**Reset, build, improve** soft and hard skills to better compete on a post Covid changing marketplace and industry

**Review, consider, overcome** contracting terms, conditions

**Select, engage, manage** differently human resources, key clients, partners, providers, stakeholders

**Enhance** productivity and innovation

**Retool, go behind** the scenes, get more insights

**Transit** to new opportunities, jobs, positions, roles



## DURATION - MODALITY- STEPS

### Pre-course

Request & fill in the registration form. 30% payment at the registration, full balance within July, 31<sup>st</sup> 2021



### During

150/H on Zoom + 100/H virtually

200/H online professional orienteering, mentoring, reverse mentoring, project work, internship, evaluation through written tests and interviews



### Post

CV review, job description, certificate of attendance ISO 9001 IAF37



## PROGRAM MODULES

1. Event & hospitality design, project management, international standards
2. Sustainable, biodiverse, greening hospitality, events, products, services
3. Food and beverage redesign, operations, cost control
4. Providers, sponsors and partners selection
5. Inter-multicultural communications and experiential marketing
6. Hybrid, virtual, digital live events & formats: best practices
7. Technologies, data selection, social media management
8. Duty of care: customer journey-satisfaction-experience-need-lifestyle & ROI system
9. Skilling, reskilling, upskilling: new roles, jobs, opportunities
10. Risk-health-safety-crisis protocols and procedures
11. Contracting tips & tricks
12. Working tools



Limited availability:

**15 participants ONLY!**

Deadline to register

**July, 31<sup>st</sup> 2021**



## WHY LEARNING AND TRAINING

AT PANDORA ACADEMY LONDON

- Business English
- International professionals, coaches, testimonials, speakers
- Cross-cultural, international, innovative, problem-solving approach
- ISO 9001 Quality Management Certification
- Tutoring & mentoring
- Internship in smartworking
- CV review and cover letter templates
- Job interviews, techniques, tools

**FOR REGISTRATION AND FURTHER INFORMATION CONTACT US**

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