

# VIP HOST MANAGEMENT PROGRAM 2020

CERTIFICATE IV IN LEADERSHIP AND MANAGEMENT - BSB40215

**BARRINGTONS**<sup>®</sup>

BESPOKE TRAINING

## **BARRINGTONS** have teamed up with **The Drop**

to deliver a VIP HOST MANAGEMENT PROGRAM, the first course of its kind to be designed specifically for the Australian gaming market

The program is a combination of accredited and non-accredited training focusing on the areas of customer service and the understanding of loyalty programs. Combined with an extensive leadership program, the course will help develop and enhance skills in leading and managing your team while building your service standards and loyalty programs.

Upon successful completion, students will obtain a nationally accredited Certificate IV in Leadership and Management (BSB42015) as well as an industry recognised Certificate in VIP Host Management.

**Grow your knowledge and build loyalty in your venue to help improve the bottom line.**

- **To qualify you will need** to have worked in a customer service based role in the club or hotel industry for at least three (3) years with some supervisory experience, the course would suit:

- General Manager / CEO
- Operations Manager
- Gaming Manager/Coordinator/Analyst
- Membership Manager/Coordinator
- Loyalty Program Manager/Coordinator
- Duty Manager/Supervisor with gaming
- Customer service portfolio
- Gaming or Customer Service Team Leader

- **FIRST SESSIONS STARTING**

17th & 18th February 2020

- For more information contact your Barringtons Representative

(02) 9899 0600 | [enquiries@barringtongroup.com.au](mailto:enquiries@barringtongroup.com.au)

# VIP HOST MANAGEMENT PROGRAM

CERTIFICATE IV IN LEADERSHIP AND MANAGEMENT - BSB40215

- **SESSION ONE - INTRODUCTION TO VIP + FOUNDATIONS OF TEAM BUILDING** | WENTY LEAGUES  
17th & 18th February 2020

**VIP Service... what is it and how is it different?** | **Building your team** | **Setting the standards** | **Privacy and discretion**  
Show leadership in the workplace BSBMGT401, Implement operational plans BSBMGT402  
Lead team effectiveness BSBLDR403, Develop Work Priorities BSBWOR404

- **SESSION TWO - GROWING LOYALTY + LEADING YOUR TEAM IN THE PROCESS** | VENUE TBC  
30th & 31st March 2020

**Types of loyalty programs** | **Maintaining transparency** | **Poaching customers – pros and cons** | **Industry collaborations**  
**Implementation, growth and restructure of VIP programs** | **Demographics – understanding your market**  
Lead effective workplace relationships BSBLDR402, Communicate effectively as a workplace leader BSBLDR401

- **SESSION THREE - MEASURING YOUR REWARDS + DEVELOP YOUR TEAM & DRIVE INNOVATION** | WESTS CAMPBELLTOWN  
18th & 19th May 2020

**Increase customer loyalty** | **Structuring and conducting focus groups** | **Essential services** | **Frequency vs Value**  
**Building and maintaining ongoing relationships with your customers** | **Return on Investment – measuring your rewards**  
Develop teams & individuals BSBLED40, Lead a diverse workforce BSBLDR404  
Implement continuous improvement BSBMGT403, Promote innovation in a team environment BSBINN301

- **SESSION FOUR - IT'S ALL ABOUT SERVICE** | RAMSGATE RSL CLUB  
27th & 28th July 2020

**Building and developing SOPs with your service team** | **Dealing with difficult VIP customers** | **Reviewing your customer experience**  
**Setting and managing VIP service expectations** | **Identifying and rewarding new or potential VIP customers**  
Coordinate implementation of customer service strategies BSBCUS401, Address customer needs BSBCUS402

- **SESSION FIVE - CROWN EXPERIENCE - VIP EVENTS + GETTING THE MOST FROM SYSTEMS** | CROWN CASINO MELBOURNE  
12th & 13th October 2020 | Final Training experiences + Graduation Dinner - Melbourne

**Designing and hosting VIP events** | **Using technology to grow your loyalty** | **Prioritising VIP service using your systems**  
**Getting the most out of your gaming system** | **Looking to the future – where is it all heading?**

**Eligible NSW Students** - Enrolment Fee of \$2,750 per person

**Outside NSW Students** - Enrolment Fee of \$3,750 per person

Crown Experience/Graduation is included in the enrolment price, however only students who have successfully completed the previous four sessions and related assessments will be eligible to attend.

(A payment plan is available of 10 x \$300 instalments for eligible NSW students or \$400 for others)

12-month subscription to The Drop included for all students

83428: VIP 2019/2