



TOP DECK CONSULTANCY®

Hotel Cultural Training

INSPIRE

| ENRICH

| MOTIVATE



BRAND STATEMENT

At Top Deck Consultancy, we are passionate about empowering your team to deliver results.

We offer bespoke training programmes for a cross section of industries that are motivational, inspiring and designed to deliver measurable improvements to your brand.

The more knowledge your team have, the more empowered, motivated and inspired they will be to deliver success.

INSPIRE
ENRICH
MOTIVATE

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OUR PHILISOPHY

A well trained and empowered team can deliver exceptional results for your brand. By creating a safe and inclusive environment, your team will feel **supported** and **empowered** to discover new and exciting ways of thinking about their role and their contribution to the **success** of your company.

Through creative workshops, coaching and mentoring, we will inspire, enrich and **motivate** your team to build lasting success and work with a clear strategy that is **efficient** and fun.

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THE IMPORTANCE OF CULTURAL TRAINING

YOUR GUESTS

If guests feel their traditions, cultures and values are being taken into account, they will feel valued, understood and “at home” in your hotel, which will ensure their loyalty and ultimately build a relationship with the guest.

YOUR EMPLOYEES

By training your team on key cultures, values and behaviours, they will be empowered to deliver an exceptional level of service to all guests.

OPPORTUNITIES

An international tourist will spend more than the average room rate if the hotel meets or exceeds their needs, such as luxury services or the size of room.



CHINESE CULTURAL TRAINING

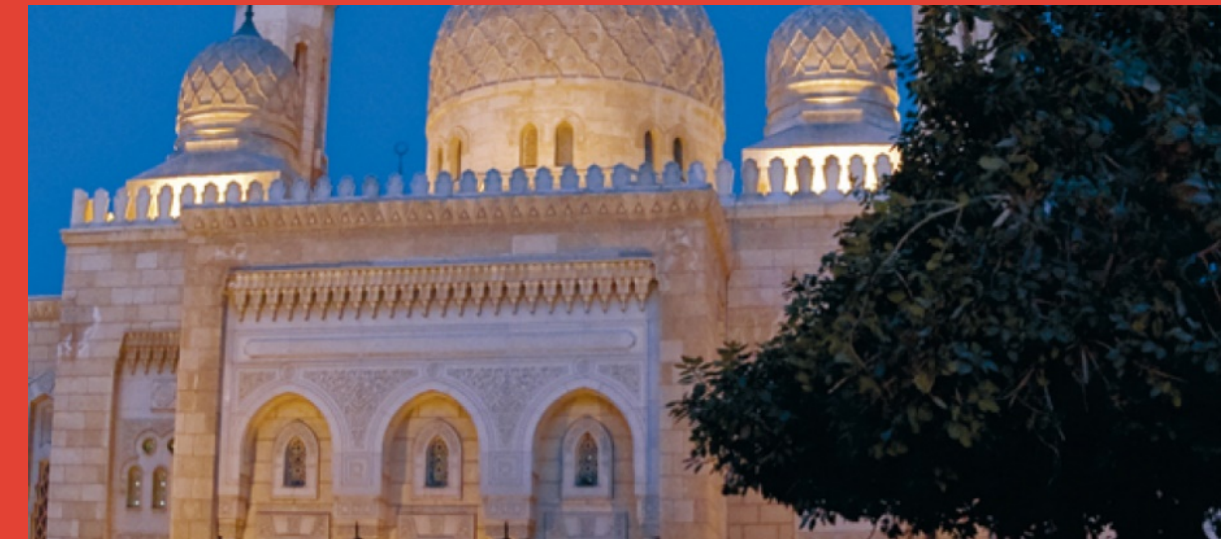
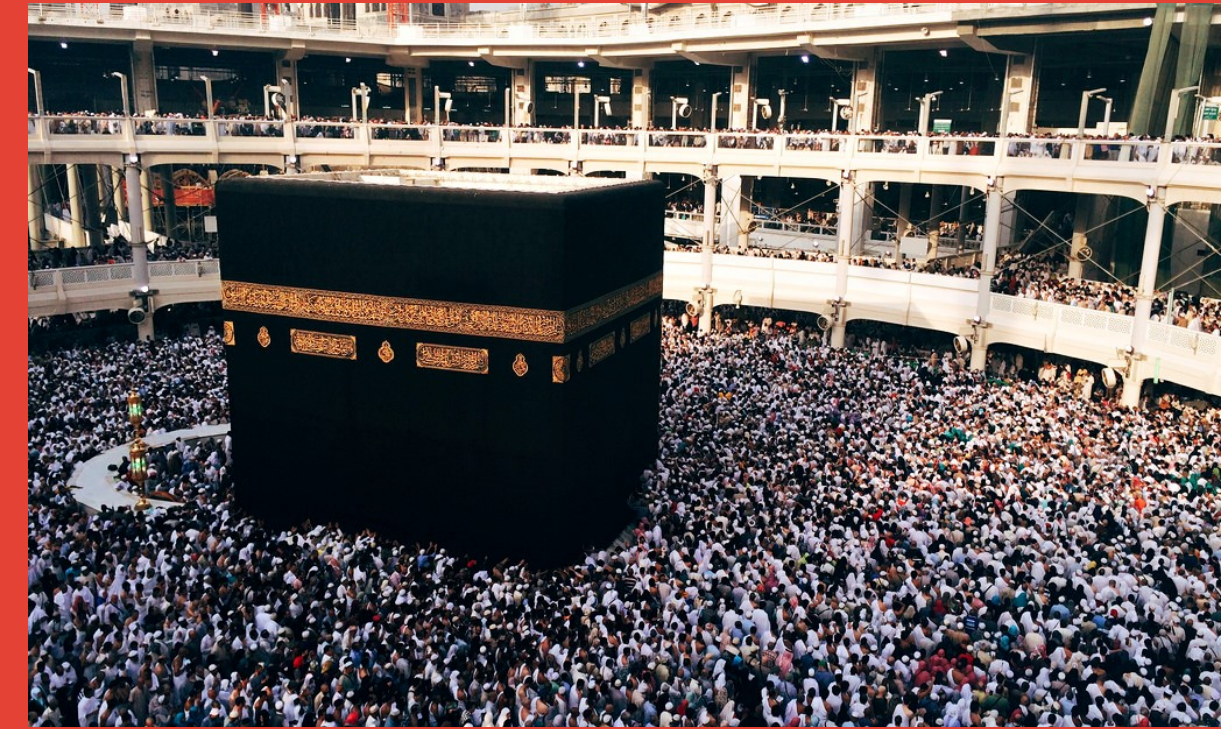
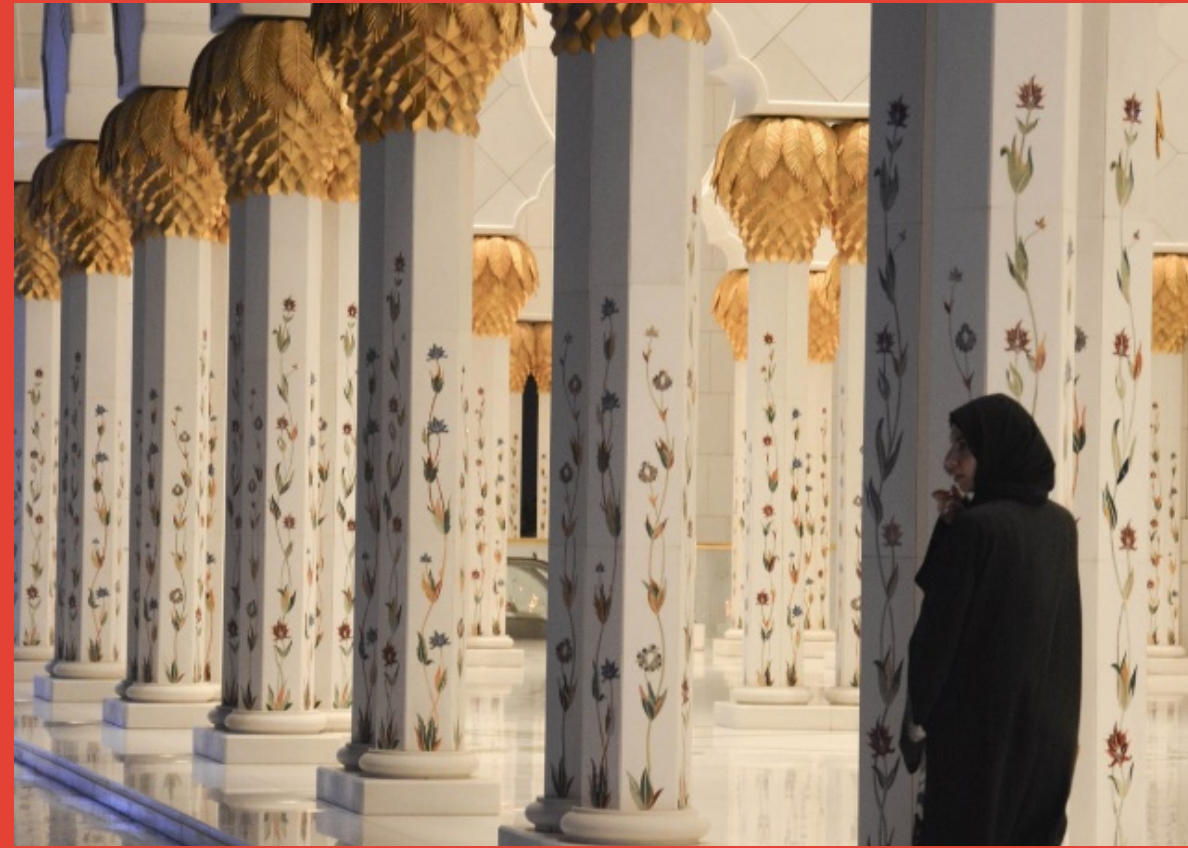
Our bespoke cultural training sessions are designed to empower your team to deliver excellence and ensure you positively impact your hotel Key Performance Indicators.

Our Chinese cultural training session will provide you with the necessary foundations and tools to meet the Chinese customers needs.



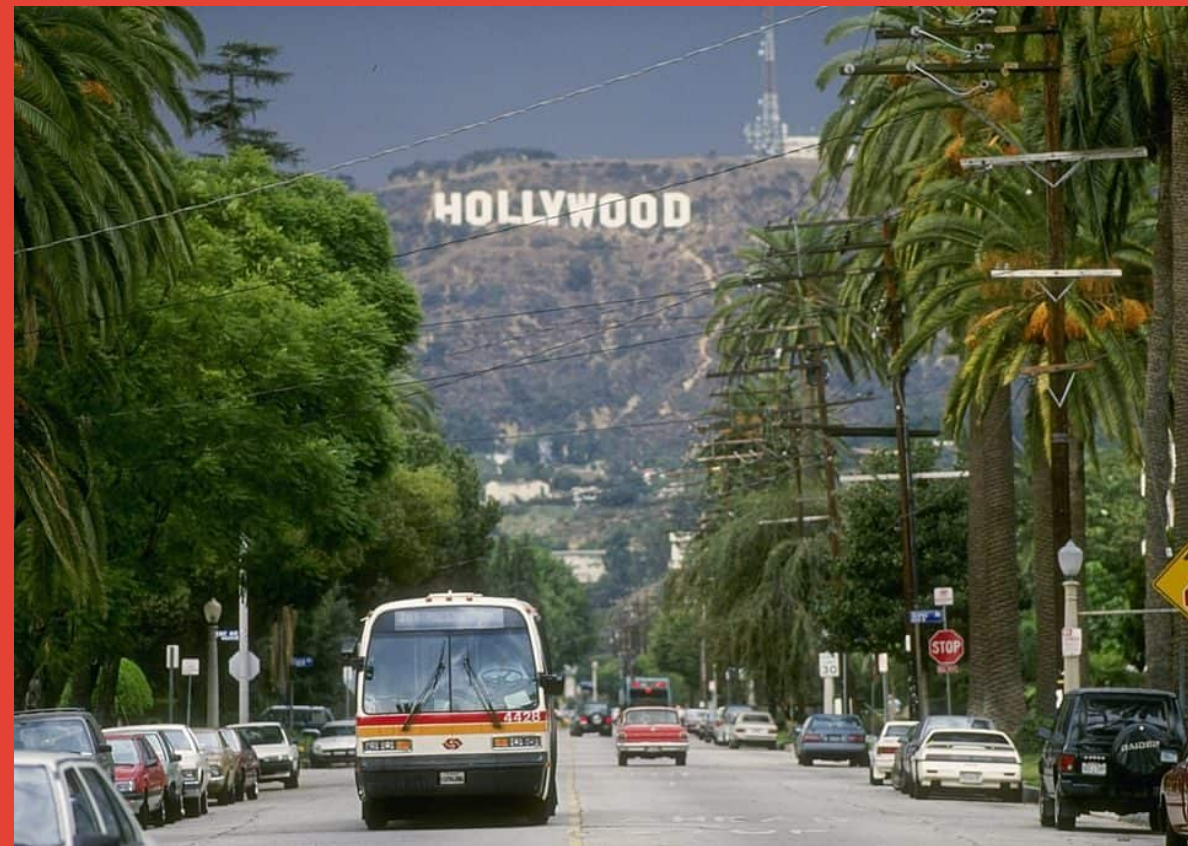
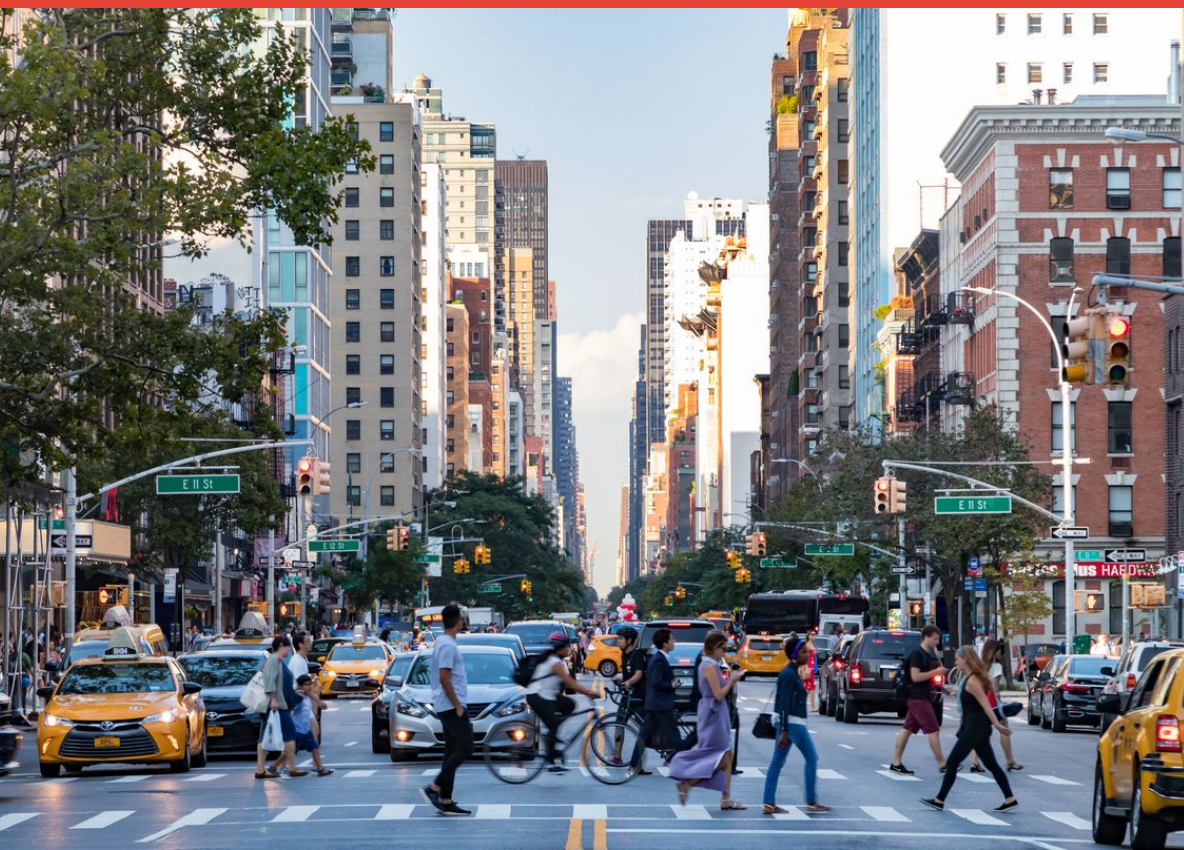
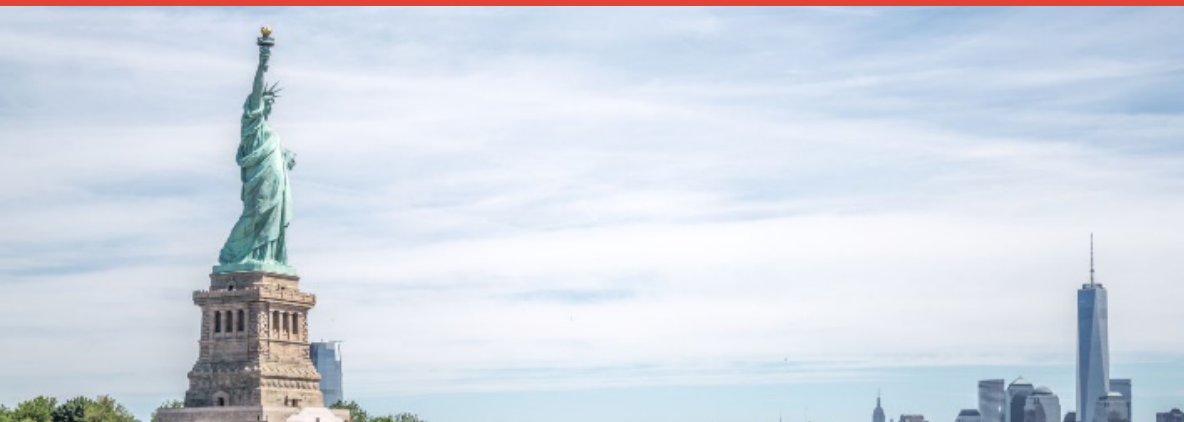
MIDDLE EASTERN CULTURAL TRAINING

Innovative cultural training to help maximise the opportunities during Ramadan, building meaningful relationships with Middle Eastern customers.



AMERICAN CULTURAL TRAINING

With an increase of American tourists visiting London, it is important to improve our skills and awareness by understanding what appeals to an American guest.



THE CULTURAL TRAINING AGENDA



Understanding culture and it's
relevance.



How to make your hotel
desirable to the customer.



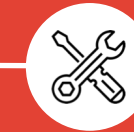
The customer experience.



Experiences and facilities to
enhance the customers stay.



How to build the relationship
and inspire their loyalty.



Please note this is a guide



TOP DECK CONSULTANCY®

THE CULTURAL TRAINING CONCEPT

OPTION ONE

We offer a bespoke **8 hour** fully immersive cultural training experience based on **one** of the following options:

Middle Eastern: Preparing for Ramadan

Chinese module 1: The Chinese consumer of today and their expectations

America: Appealing to the American consumer of today and their expectations

Chinese module 2: Preparing for Chinese New Year

India: The Indian consumer of today and their expectations

OPTION TWO

We provide mini **2 hour** sessions in your hotel, for minimum disruption to your business.


Each team member would need to attend 8 of these sessions over a 12 month period to cover the entire cultural content available.




THE IMPACT OF CULTURAL TRAINING



INCREASE IN
INTERNATIONAL
CUSTOMERS



ENGAGED AND
MOTIVATED
TEAM MEMBERS



INCREASE IN DCC
CONVERSION
RATE



TRAINING THAT'S
RELEVANT TO
YOUR INDUSTRY



IMPROVE
CUSTOMER
RETURN RATE



INCREASE IN
COMPANY ADD
ON SALES



Companies that invest in training enjoy

24%

higher profit margins vs companies who don't.



ONE IN FOUR

employees say they
don't have the tools
to be successful in
their job role.



70%

of employees say that job-
related training and
development directly influences
the employee's decision to
stay with a company or not.



OUR TEAM

ZOE BUSS

FOUNDER

RAY HIGSON

COMMERCIAL DIRECTOR

SAPHARI ARAHOU-ATHMANI

BRAND DEVELOPMENT EXECUTIVE

JANE NIESLER

NEW BUSINESS DEVELOPMENT EXECUTIVE

CONTACT US

TOP DECK CONSULTANCY LTD

20-22 WENLOCK ROAD

LONDON

N1 7GU

(+44) 7968 100 529

INFO@TOPDECKCONSULTANCY.COM

WWW.TOPDECKCONSULTANCY.COM

KEEP CONNECTED



TOP DECK CONSULTANCY LTD



@TOPDECKCONSULTANCY



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TOP DECK CONSULTANCY®

WWW.TOPDECKCONSULTANCY.COM

INFO@TOPDECKCONSULTANCY.COM

TOP DECK CONSULTANCY LTD CN 10814479 REGISTERED ADDRESS 20-22 WENLOCK ROAD, LONDON, N1 7GU UNITED KINGDOM