



The GTMC Management Certificate In Business Travel

The ultimate level GTMC training course for senior industry professionals.

The GTMC Management Certificate in Business Travel is an executive level programme designed for those who manage staff and/or have overall responsibility for an agency or branch.

Programme Outline:

Module 1 - Duration: 3 days

Content: Management Principles and Practice
The Management Interview
Creating the Right Atmosphere
The Interview Structure
Communication Skills
The Selection Interview
The Appraisal Interview
The Performance Review Interview
Effective Training Techniques
Group Training Techniques
Persuasive and Influential Communication

Module 2 - Duration: 3 days

Content: Finance in Business Travel
Law in Business Travel
Managing and Developing Business Accounts

Module 3 - Duration: 1 day

Content: Follow-up and Presentations

Evaluation:

Candidates must complete an assignment and a presentation.

Programme Venue:

The Confederation of Tourism and Hospitality
37 Duke Street
London

W1U 1LN

Course Dates 2012:

Module 1: 13th, 14th and 15th March 2012

Module 2: 8th, 9th and 10th May 2012

Module 3: 27th June 2012

Course Fees:

GTMC Members £1,850.00

Non-GTMC Members £2,350.00

To book a place on the course or for more information, please contact CTH on 0207 258 9860 or by email travel@cthtraining.com