

**10:00**      **Arrival & coffee**

**10:30**      **Welcome**                      **Paul Nunny**                      **Director**                      **Stay in a Pub**

### **Accommodation**

**Keith Britton, RBBi Research**

**10:35**

It is 3 years since the last accommodation report was produced. Much has happened since then. Through research we have analysed both consumer and pub retailer behaviour towards pub accommodation and the customer experience. Important learnings to be had by all.

### **Pubs and Social Media**

**Karen Fewell, Owner, Digital Blonde Marketing**

**11:00**

Do you want to stand out on social media and understand what makes customers choose your venue over another? Understanding how the human brain works is the key to better social media marketing and ultimately boosting sales. Join Karen Fewell, Founder of Digital Blonde, for a lesson in how consumer psychology and effective storytelling can really make a difference to your business. This talk is packed with relevant, real-life examples and plenty of practical advice to improve your social media marketing.

**11:30**

**Coffee / comfort break**

### **It's all about "Direct Booking"**

**John Edwards, Fuller's Marketing**

**11:45**

Taking bookings via an OTA ie Booking.com can cost you a commission of 15%-20%. We need them as a sales tool but we can help our profitability by reducing that monthly charge. Learn how to save literally thousands of £'s

### **Top tips on how to improve your booking process**

**Matt Thomas, Guestline**

**12:15**

Pubs do not have a reception unlike a hotel therefore it is important to have in place a process to capture bookings effectively and delight your customer. Learn how this can be achieved and streamline your operation.

### **How success affects your property value**

**Ramzi Qatton, Director, Christies**

**12.45**

Pubs with accommodation are changing hands at a premium price. Learn how pubs in this sector are valued and what buyers are looking for when deciding to invest.

**13:15**

**Lunch & networking**