

Location:

£150 plus VAT

9.30am REGISTRATION, TEAS & COFFEES

9.45am Introduction

Overview of the workshop including objectives, roles & responsibilities, permissions and introduction presentation.

10.00am Pub, Bar or Tap-Room Objectives

You need to be very clear what you are trying to achieve – as this will influence how you go about things.

10.15am The Brewer – The Outlet – The Customer Value Chain

Provides a framework to illustrate the relationship between costs, prices & profit so that operators can better appreciate how these fit together and how different elements can influence profitability and perception.

10.45am Exercise – Value Chain

11.15am BREAK

11.30am 7 Big Pricing Mistakes

Looking at things to avoid when setting your prices.

12.00pm Retail Price Setting

This session looks at real examples of how different retail pricing can impact the margins which you can achieve – for Beers, Ciders, Wines & Spirits.

12.30pm Industry Knowledge/Quiz

Testing your knowledge of the industry and retail landscape you are in.

1.00pm LUNCH

1.45pm Core Tips & Branding on a Budget

Highlights some of the different ways in which you can promote your venue and some cost effective marketing options.

2.15pm Effective Merchandising

What is it and how can it be used to help increase sales and promote the beers and brands you want to focus on.

2.45pm Preventing Under Age Sales, Drugs and Drunk & Disorderly Behaviour

Things to look out for to help you and your team when it comes to challenge 25, drugs and drunk & disorderly customers.

3.15pm BREAK

3.30pm Latest Beer Trends & What Does The Future Hold?

A look at the latest beer trends and what to expect to see in the future. Includes a group discussion.

4.00pm Action Plan

What are YOU now going to do to make your venue achieve its objectives?

4.15pm Q&A and Wrap-Up

Any questions plus post the post workshop support which is available.

4.30pm FINISH

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