

Lletygarwch - Y Daith tuag at Adferiad

Busnes | Business
Cymru | Wales

Dydd Mercher, 17eg Chwefror
10.00yb-12.00yp

Mewn sesiwn beilot 2 awr ar gyfer y sector lletygarwch, mae Busnes Cymru wedi trefnu dod ag arbenigwyr blaenllaw o'r diwydiant ynghyd i gynnig cefnogaeth ac arweiniad am ddim i fusnesau bach a meicro yng Ngogledd Cymru, wrth iddynt chwilio am lygedyn o olau yn ystod y cyfnod heriol hwn.

Yn y sesiwn 'blasu' cyntaf hwn, byddwn yn canolbwyntio ar Daith y Cwsmer trwy fwrw golwg ar sut mae cwsmeriaid yn gwneud y penderfyniad ar ble i fynd ar wyliau, gwerth gwyliau gartref, pam dewis Gogledd Cymru yn hytrach na lleoliadau eraill yn y DU a chynnig awgrymiadau ar sut y gall busnesau greu a sbarduno ymgysylltiad â darpar gleientiaid a chleientiaid blaenorol.

Byddwn yn dangos sut i adnabod a thargedu eich cleient 'delfrydol', gwerth asiantaethau teithio ar-lein yn ogystal ag edrych ar y buddion o'r heriau o redeg eich platfform archebu uniongyrchol eich hun. Byddwn hefyd yn edrych ar y cyfryngau cymdeithasol a sut orau i'w defnyddio.

Byddwn yn cynnig awgrymiadau ar reoli taith y cwsmer o'r cyswllt cyntaf, i'r ymholiad ac archebu hyd at eu harhosiad, gan ychwanegu gwerth trwy wybodaeth leol a chyfleoedd sy'n canolbwyntio ar gleientiaid.

Peidiwch â cholli allan – bydd y sesiwn yn cael ei chyflwyno gan banel o arbenigwyr y diwydiant:

Adrian Barsby – Barsby Associates

Andrew Wallace Forfar – Croeso Cymru

Jim Jones – Twristiaeth Gogledd Cymru

Tansy Rogerson – Armadillo Events

Karlos O'Neill – Cyflymu Cymru i Fusnesau

Julie Masters – Clwydian Range Tourism Group

Jayne Jones – Cywain

Melanie Cash – Melanie Cash Training

Yvonne Jackson – Condor Hotels

I archebu eich lle, ffoniwch **01745 585025** neu anfonwch e-bost i northwales@businesswales.org.uk.

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Hospitality - the Road to Recovery

Busnes | Business
Cymru | Wales

Wednesday, 17th February 2021
10.00am-12.00pm

In a 2-hour pilot session for the hospitality sector, Business Wales is bringing together high-calibre industry experts, to offer free support and guidance to small and micro businesses in North Wales, as they look for the light at the end of the tunnel in these challenging times.

In this first 'taster' session, we will focus on the customer journey, shedding light on how customers make their decisions on where to go on holiday, the value of a staycation, why they might choose North Wales over other UK locations, and offering tips on how businesses can create and drive engagement with potential and previous clients.

We will show you how to identify and target your 'ideal' client, the value of booking platforms, and also the benefits and challenges in running your own direct booking platform, as well as looking at social media and how to use it best.

We will give tips on managing the customer experience from the initial engagement, query, booking process, and during their stay adding value through local knowledge and client-focussed opportunities.

Don't miss out - the session will be delivered by a panel of industry experts:

Adrian Barsby – Barsby Associates
Andrew Wallace Forfar – Visit Wales
Jim Jones – North Wales Tourism
Tansy Rogerson – Armadillo Events
Karlos O'Neill – Superfast Business Wales
Julie Masters – Clwydian Range Tourism Group
Jayne Jones – Cywain
Melanie Cash – Melanie Cash Training
Yvonne Jackson – Condor Hotels

To book your place, call **01745 585025** or email northwales@businesswales.org.uk.

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