



Advanced Session – Google Adwords & Analytics

Net Affinity and the Hospitality Management Skillnet are hosting an advanced series of workshops on gaining an in-depth understanding of Google Adwords and Analytics. To help you improve returns and conversion rates through better tracking, goal setting and funnelisation. The session will take you through how to correctly implement Google Ad words & Analytics, how to diagnose problems and solve them.

Whom this event is targeted towards:

This course is designed for leaders and practitioners in the field of hotel and hospitality marketing who current manage a Google campaign and have a working knowledge of Google Analytics and wish to gain a deeper understanding.

The workshops are especially relevant for:

Business Owners, General Managers, Sales & Marketing Directors/Managers & Executives.

Cost: €30 per delegate, to be pre-paid to Hospitality Management Skillnet

Dates, Times, Locations:

24 th March	2.00pm – 5.30pm	Portlaoise Heritage Hotel
25 th March	2.00pm – 5.30pm	Maldron Hotel Galway
30 th March	2.00pm – 5.30pm	Maldron Hotel Cork
31 st March	2.00pm – 5.30pm	Dromhall Hotel Killarney

What this half day event will cover:

1. How to set up a multi-layered campaign, targeting different markets and languages.
2. The benefits of using Google analytics to track your campaigns.
3. How to define and configure goals, conversion tracking and funnelisation.
4. Testing and defining the feedback requirements to ensure that your campaign is humming.
5. Segmenting your data, defining your key reports and interpreting the results.

What You Will Leave With:

1. Understand what Google Analytics can do for you.
2. Set up goal tracking and track advertising outcomes in Google Analytics.
3. Understand which reports you should use in Google Analytics to analyse advertising results.
4. Use a range of Google Analytics reports to analyse your website's performance against set goals.
5. Setting up E-Commerce tracking.
6. Diagnose problems with Google Analytics.
7. Understand common pitfalls / misinterpretations of Google Analytics reports.

About Net Affinity:

Net Affinity is a hotel marketing agency specialising in the provision of hotel booking engine systems for independent and group hotels across Europe. We combine our extensive

wealth of marketing, web design and technical expertise to creating smart, strategic & results driven sites and campaigns.

We pride ourselves on working with some of the best hotel helping them to differentiate their brands online and engage with their target audience in an increasingly complex digital world.

Hospitality Management Skillnet is an industry led training initiative funded by the Department of Enterprise, Trade & Employment and promoted by the Irish Hospitality Institute.

Hospitality Management Skillnet is funded by member companies and the Training Networks Programme, an initiative of Skillnets funded from the National Training Fund through the Department of Enterprise, Trade & Employment.

For bookings or further information contact:

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