

The B&B Team® Future Innkeeper Hands-On Workshop

Considering becoming an innkeeper and want to participate in the daily operations of a successful inn?

Launched in 2016 with all four 2016 sessions sold out, our **Future Innkeeper Hands-On Workshop** will give you a clear understanding of the daily activities involved in creating a successful business. From preparing and serving breakfast and learning to clean a room quickly and thoroughly to checking in guests, the realities of running your property will be much clearer.

Your instructor for this workshop is **Linda Hayes, an affiliate of The B&B Team®**, former innkeeper and restaurant owner from Virginia. Working with her will be Selena Einwechter, the owner of Bed & Breakfast on Tiffany Hill, the location for the workshops.

This is a level two program, and to insure quality and maximum benefit for you, taking our **Better Way to Learn Innkeeping™** seminar or another qualifying program (***) is a prerequisite.

Topics to be covered during the workshop include the following:

The Dream vs. Reality

- Goals: Personal, Family and Financial Limitations

- Validating via Education and Training

- Creating Your Profile for your Property Search

Daily, Weekly and Monthly Activities

- Maintaining the Property-Inside and Out

- Daily, weekly, monthly and annual schedules

- Housekeeping

- Tips and Tricks and the best tools to use

- Policies, Procedures and Why

- Preparing for Guest Arrivals

- Arrivals-First time, early and late

- Interacting with Guests

- Problems

- Checkouts

The Property-What you Offer

- Revenue Streams for your Business

- Upselling with Gift Shop, Services and Packaging

- Setting Competitive Rates

- Yield Management

- The Cost of the Guest Experience

- How Do I Know My Breakfast Costs

- Menu Planning

- Food Restrictions and Allergies

Branding and Marketing

- Defining your niche

- Branding your property

Digital vs. Print
Reservations and PM Systems
Building your marketing team

Staffing the Property

Who, How and Why?
Creating Compensation Packages
Finding and Interviewing Your Applicants

The Business Side of the Inn

Choosing Your Business Structure, Your Business Name,
Federal, State and Local Taxes
Licenses and Permits
Banking, Business Credit Cards and Credit Card Processing
Insurance
Accounting-Chart of accounts

Designing and Sourcing for Your Inn

Matching your style to your inn and to your guests
Basics in the guestroom and bathroom
Making common areas inviting and useful
Is the outdoors an extension of the indoors?
Sources to support your business

2017 Pricing: \$900 per person (incl. programming, 2 lunches, 2 dinners, snacks, workbook and more)
\$450 each additional person from same property or relative (incl. programming, 2 lunches,
2 dinners, snacks, workbook and more)
All lodging to be booked directly with Bed & Breakfast on Tiffany Hill after confirmation of
workshop is received. Breakfast is included with overnight lodging.

Here's the sample overall schedule

Arrival: Thursday by 2pm, Workshop begins at 3pm. Group Dinner Offsite
Friday 7am-7pm and Dinner on your own
Saturday 7am-7pm with Group Dinner Offsite
Depart Sunday after 1pm

**For more information about this hands-on workshop,
please contact Linda Hayes at Linda@bbteam.com**

(***) Contact either Peter Scherman or Rick Wolf for verification of other qualifying Aspiring/Future
Innkeeper programs.