TRAVEL AGENT TRAINING GUIDE

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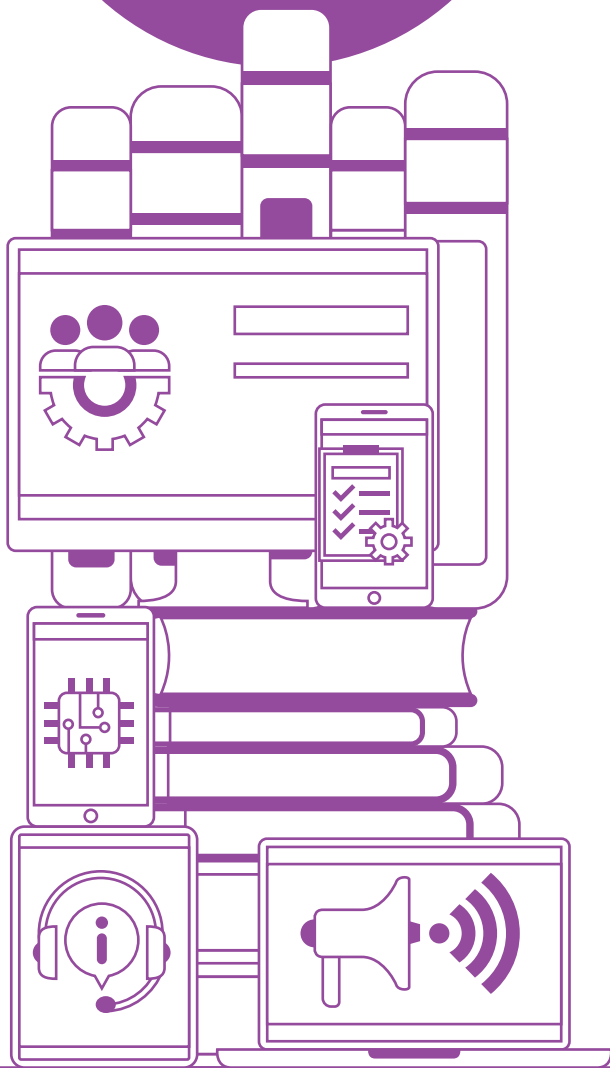
THE IMPORTANCE OF TRAINING

What areas should my staff be trained in?

The travel industry is a people business. Even as technology becomes a crucial part of your operations, it is your people who will differentiate your company from the others. How do you develop them so they can be assets to your company? How do you ensure your people are well-equipped with the necessary skills to handle today's customers? Companies that have invested in training their staff have found that it offers many long term benefits.

Where should I send my staff for training?

Increase staff capability and efficiency with improved knowledge base and skill set.
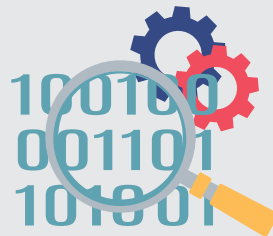
Support the company's ability to adapt and keep up with technological developments.

Increase staff engagement and retention, reducing the cost of hiring and onboarding new staff.

This Travel Agent Training Guide was developed to highlight the key skills required by travel agents today. It aims to help you identify suitable courses and resources available to support your company's learning journey. Choose from the list of courses and speak to the course provider for more details.

AREAS OF TRAINING

Digital Marketing

The digital era has ushered in a new age of customers who are bombarded with choices and empowered with information. Businesses have to constantly market themselves through the right channels in order to stand out. Digital marketing helps companies to grow by allowing them to reach today's digitally savvy audiences. It also pushes the boundaries of traditional branding and marketing with the variety of formats supported digitally.

Sales & Customer Service

The customer is at the heart of the tourism business. The art of selling is more than just managing day-to-day sales. It is about understanding customers' needs and preferences, and building relationships. To keep the customer happy and be able to close a sale, travel agents need to know how best to manage customers from different walks of life and handle their demands.

Project Management

Project management is an essential skill that supports a successful business. It ensures that projects can run smoothly and are executed professionally. Ensuring that businesses are run like a well-oiled machine will increase a travel agent's ability to ensure a high level of customer satisfaction.

People Management

People form the backbone of every organisation. Learning to manage and develop talent will help businesses grow. Having happier and more motivated staff will bring companies to greater heights. Hiring the right people is also important in helping businesses reach their goals.
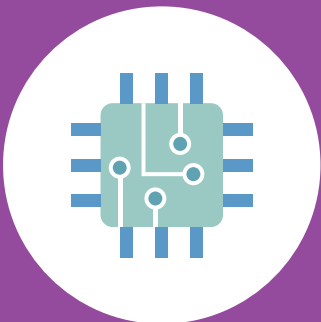
Technology

Technology such as artificial intellegence and big data has been revolutionising the way the world works. Unprecedented insights on topics such as popular trends and consumers can be derived with technology and big data. Being aware of key technology trends and equipping businesses with the right capabilities will improve business management and help overcome challenges.
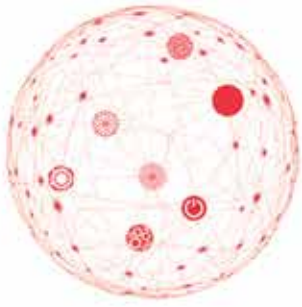
STB MARKETING COLLEGE
learn. apply. share.

Raising Industry Marketing Capabilities

Aimed at raising tourism industry marketing capabilities, the STB Marketing College is a Learning and Development programme that will help sharpen your competitive edge.

Choose from six capability modules and pick up practical toolkits and marketing principles through interesting real-life examples and case studies that bring to life theoretical frameworks.
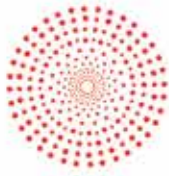
BRAND   CONSUMER   ACTIVATION PLANNING   ACTIVATION EXECUTION   STRATEGIC PLANNING   TOURISM ECOSYSTEM

Designed for learning anytime, the STB learning portal is accessible via web browsers on desktops and mobile devices.

Best of all, it's completely free. So, gear up with your learning enthusiasm and get started on your learning journey!

Scan here for STB Marketing College

Or go to learning.stb.gov.sg, and register for an account on the STB Learning Portal today!

We would love to connect with you about STB Marketing College's resources available for your learning and development! Feel free to drop us a line at STB_Marketing_College@stb.gov.sg.

Singapore TOURISM BOARD

SG Passion Made Possible

COURSE LISTINGS
DIGITAL MARKETING

Digital Confidence for Communication and Collaboration

▶ **SP PACE Academy** | **Classroom, E-learning** | **30 hours over 4 days**

$ 1,134.20*

- Explain the concepts for effective online communication.
- Evaluate the various digital tools for online communication and collaboration.
- Explain the pitfalls in poor online communication.
- Appreciate social media potential and communication protocol.
- Create a unique digital online presence and footprint.

Digital Branding & Engagement Strategy for Small Business and Entrepreneurs

▶ **Singapore University of Social Sciences** | **Workshop** | **2 half-days**

$ 749.00*

- Integrate brand related concepts into a framework.
- Identify core communication elements that define a brand and align them coherently.
- Recognise the different touch-points that are critical to create strong brand impression.
- Identify digital media platforms and tools to engage target audience effectively.
- Construct a digital brand blueprint.
- Identify and contrast how different visual and text elements would affect brand identity.
- Apply different techniques by using features and tools found on digital platforms to engage target audience and build an engaging brand.

Blended Marketing Strategy in the Digital Age: How to have it All

▶ **Singapore Management University** | **Workshop** | **1 day**

$ 909.50*

- Develop an innovation-oriented product and service strategy.
- Bridge the divide between online and offline cross-channel strategy.
- Choose the right pricing strategy that is attractive to customers and generates profit.
- Formulate an interactive marketing communications strategy that moves customers to action.
- Integrate online and offline traditional marketing to create an overall blended marketing strategy.

Digital Marketing – A Practical Approach for Hospitality Management

▶ **Nanyang Polytechnic** | **Classroom** | **1 day**

$ 278.20*

- Learn the basic elements of digital marketing tools such as content marketing, search engine marketing and optimisation, and how this knowledge can help with market expansion.

*SkillsFuture subsidies may apply. Please refer to *Subsidies & Grants* and check with the course provider for details.

Essentials of Digital Marketing

▶ **SP PACE Academy | Classroom | 1.5 days**

$ 321.00*

- Uncover various tools within the digital marketing spectrum which aid businesses in managing their web presence, search ranking, social media, mobile and performance metrics.
- Gain a broader understanding of digital marketing and an appreciation of how proper implementation can lead to probable streamlining of business processes.

NICF – Digital and Social Engagement Strategy (SF)

▶ **National University of Singapore - Institute of Systems Science | Classroom | 3 days**

$ 2,889.00*

- Define digital marketing campaign objectives, with consideration of business or organisational goals.
- Understand consumer or citizen behaviour and needs.
- Apply content and communications principles.
- Understand usage of different digital marketing channels and platforms.
- Understand types of optimisation and conversion tactics.
- Develop metrics and performance indicators for the channels.
- Create a digital marketing strategy and implementation plan.

Effective Digital Marketing and Sales

▶ **SP PACE Academy | Classroom | 2 days**

$ 481.50*

- Acquire skills in identifying soft elements in unspoken environments.
- Understand your mix of audience and learn how to handle them in the sales and digital sales process.
- Acquire the 5 Dimensions of Customer Profiling® to design customer focused sales pitches, content and adjust selling styles to fit B2B and B2C settings.
- Map out your customer segments and your personalised key steps in handling them.
- Design your marketing and sales process flow.
- Implement a simple e-commerce system.

What is Social?

▶ **Coursera: Northwestern University | E-Learning | 9 hours**

Refer to www.coursera.org for pricing options.

- Learn to position, engage and grow relationships with consumers of highest value to the organisation.
- Improve abilities to grow your social strategy, and pick up tools, insights, knowledge and skills to do so.

*SkillsFuture subsidies may apply. Please refer to Subsidies & Grants and check with the course provider for details.

Social Media Marketing

▶ **Ngee Ann Polytechnic | Classroom | 2 days**

$ 449.40*

- Acquire a clear understanding of social media and its roots, the planning and launching of social media campaigns, the variety of available tools and the know-how to implement key social media strategies for business.
- Learn to create a social media plan tailored to specific organisation needs and goals using social media platforms to reach to the target audience.

Effective Digital & Social Media Analytics

▶ **Temasek Polytechnic | Classroom | 1 day**

$ 192.60*

- Improve the effectiveness of marketing efforts through data analysis.
- Learn about tools and performance indicators to measure and benchmark the effectiveness of social media marketing against competitors.
- Learn to plan for marketing campaigns through understanding customer life cycle and customer analytics.
- Refine marketing strategies and communication with customers to increase the benefits of marketing efforts.

Digital Outreach: Marketing to the Digital Consumer

▶ **Singapore Management University | Workshop | 2 days**

$ 2,675.00*

- Understand how the digital consumer is different from the analogue consumer.
- Learn about and create communication formats that work digitally.
- Prepare to have an online conversation.
- Align messaging across channels and markets.
- Lead institutional digital transformation.

SkillsFuture for Digital Workplace – Digital Marketing using Photos and Videos

▶ **Singapore Media Academy | Workshop | 2 days**

$ 642.00

- Acquire essential skills to make simple visual sequences for use on digital and online platforms using photos and videos.

Analysing & Presenting Digital Analytics

▶ **Singapore University of Social Sciences | Workshop | 2 days**

$ 1,391.00*

- Examine the appropriate channels to implement digital marketing campaigns.
- Analyse market research data to develop digital media campaigns.
- Calculate key metrics for digital media campaigns.
- Distinguish key approaches to design digital media campaigns to enhance data collection.
- Test and appraise digital media campaigns through pilot implementations.
- Analyse the result of digital media campaigns.

*SkillsFuture subsidies may apply. Please refer to *Subsidies & Grants* and check with the course provider for details.

WSQ Sell Products and Services

▶ **Tourism Management Institute of Singapore | Classroom | 2 days**

$ 370.00*

- Pick up knowledge and skills to segment customers, determine their wants and needs, and apply effective selling techniques to facilitate sales.
- Learn about the sales process, handling common objections, closing sales and processing payment, and to build post-sales relationships.

Convert-To-Sales Tactics: Turn People Who Are 'Just Looking' Into Confirmed Buyers

▶ **SP PACE Academy | Workshop | 1 day**

$ 267.50

- Master psychological sales triggers, learn why potential customers hesitate to buy, and what can be done to shift their minds into 'buy' mode.
- Learn 9 psychological elements that stimulates the human mind to feel at-ease about purchasing product or service.
- Learn how to craft 'irresistibility' into your sales pitch and trigger people's minds to want to say 'Yes' to your offer.
- Learn strategic ways to present price to reduce objections from clients and have them feel comfortable about paying for your product or service.
- Learn tested-to-work 'phrases and words' to use in sales situations that psychologically excite, fascinate and increase the desire in clients to take up your offer.
- Learn ways to instill trust in your customers and remove emotion-of-doubts they might have when buying.
- Learn a 'golden sentence' to say during sales-closing that would lead smoothly to clinching the deal.

Dynamic Selling Skills

▶ **Management Development Institute of Singapore, Management Development & Consultancy | Workshop | 2 days**

$ 856.00

- Analyse the thinking, behavior and language patterns of the customers.
- Understand the sales communication process and communicate to sell effectively.
- Utilise various neuro-linguistic programming techniques for selling.
- Systematically work out dynamic sales strategies for powerful impact and appeal.
- Show understanding to customers and speak convincingly to them.
- Create instant rapport with prospects for ease of selling.
- Handle challenges and objections effectively, professionally and maintain respect.
- Present a positive, dynamic and magnetic personality for effectiveness.
- Be convincing and make rational sales decisions in the face of pressure.
- Receive greater attention from buyers, and have more control over the selling process for overall success.

The Expressive Self

▶ **Singapore Media Academy | Workshop | 24 hours over 8 sessions**

$ 1,926.00

- Understand and appreciate the need for expressive abilities in daily social and business or professional contexts.
- Demonstrate this ability in a variety of authentic environments.
- Articulate and expand on the need for clear communication in everyday life and work.

*SkillsFuture subsidies may apply. Please refer to Subsidies & Grants *and check with the course provider for details.*

Leading Edge Selling Skills – For Today's Client

▶ **Management Development Institute of Singapore, Management Development & Consultancy | Workshop | 2 days**

$ 963.00

- Learn to build greater trust in a business relationship, and to build trust with new prospects.
- Learn to confidently sell in a market driven by competitor undercutting.
- Learn how selling has changed from a problem-solving focus to a problem-identification focus.
- Learn to re-position yourself in the customers' eyes from 'salesperson' to trusted buying adviser – not just a product expert, but an industry expert.
- Gain the ability to create and apply leverage to influence the customer's buying criteria, priorities and process.
- Learn to use higher-level communication skills to better understand your customer, allowing you to create and promote packages that customers will perceive as uniquely suited to them.
- Learn to use sales stories to articulate your unique selling points, and to pro-actively deal with objections.
- Gain the ability to build a client's confidence in their buying decision without resorting to traditional 'closing' techniques which usually heighten customer resistance.

Persuasive Communication

▶ **Management Development Institute of Singapore, Management Development & Consultancy | Workshop | 2 days**

$ 963.00

- Understand the fundamentals of persuasion and how it is used effectively.
- Enhance visual, vocal and verbal communication in order to be more assertive.
- Learn how to listen effectively to understand and manage others.
- Apply the skills to given situations and become more persuasive.

Improving Communication Skills

▶ **Coursera: University of Pennsylvania | E-learning | 11 hours**

Refer to www.coursera.org for pricing options.

- Develop critical communication skills and learn tools and strategies to be more effective at work and achieve your goals.
- Learn the best method of communication for negotiation, when to cooperate or compete, create persuasive messages, ask thoughtful questions, engage in active listening, and to choose the right medium (face-to-face conversation, video conference, phone call, or email) for messages.
- Understand what others want, respond strategically to them, develop trust, and craft convincing and clear messages.
- Learn to discover if someone is lying (and how to react if they are), and ways to offer apologies when necessary.

Work in a Diverse Service Environment

▶ **Service Quality Centre | Classroom | 2 days**

$ 331.70*

- Recognise the importance of inclusiveness when working in a diverse service environment.
- Learn to apply emotional intelligence when interacting with team members and customers, and to demonstrate resilience when faced with challenges.

Business Storytelling Studio

▶ **Singapore Management University | Classroom | 3 half-days**

$ 1,712.00*

- Learn to describe and effectively apply key business storytelling frameworks effectively.
- Understand and harness your audience's point of view and values to tell better stories.
- Learn to apply the principles of persuasive non-verbal communications to business storytelling.

*SkillsFuture subsidies may apply. Please refer to *Subsidies & Grants* and check with the course provider for details.

PROJECT MANAGEMENT

(STB Tech College) Business Innovation – Transforming Your Tourism Business for the Digital Economy

▶ **Singapore Management University** | **Classroom** | **2 days**

$ 1,600.00*

- Learn strategies and best practices which organisations employ to catalyse business transformation, such as sense-making of the disruptions affecting tourism and one's business, change management and analyses of ROIs.

WSQ Graduate Diploma in Tourism and Hospitality

▶ **William Angliss Institute** | **Classroom and E-learning** | **6 months**

$ 8,000.00*

- Learn high level business management skills that can be used in a variety of global commercial roles in the tourism and hospitality industry and other service-related sectors.
- Develop skills required to take action in different and challenging situations involving staff, guests, clients, suppliers, local government and other stakeholders.
- Learn to develop and implement management strategy to ensure business goals are reached at a global level.

Strategic Thinking & Dynamic Management for Middle Managers

▶ **Centre for Professional and Continuing Education** | **Classroom** | **2 days**

$ 631.30

- Learn to develop a strategic mindset and thinking skills, and to define contribution to business strategy.
- Learn to develop practical strategies that are aligned with business goals, and to manage implementation and deliver results.
- Learn to manage performance in a dynamic business environment.

Office Administration Management for Executives and Managers

▶ **Management Development Institute of Singapore, Management Development & Consultancy** | **Classroom** | **2 days**

$ 963.00

- Learn to be proficient in professional administrative management skills, and to organise and manage office administrative systems.
- Find out more about effective time management and learn to manage the performance of administrative staff.
- Gain knowledge on communicating effectively and managing a network of working relationships.

*SkillsFuture subsidies may apply. Please refer to *Subsidies & Grants* and check with the course provider for details.

Creative Thinking Made Easy

▶ **Centre for Professional and Continuing Education** │ **Workshop** │ **1 day**

$ 374.50

- Recognise why creative thinking is essential for success in the workplace.
- Define and recognise the various elements of creative thinking.
- Identify mental blocks that affect creative thinking and learn skills to overcome them.
- Understand and use various techniques to improve the creative processes.
- Develop skills to challenge self-imposed assumptions and develop "out-of-the-box" thinking styles.
- Use various creative thinking techniques to develop a more creative approach to problem-solving in the workplace.

Enhance Personal Effectiveness at Work and Life through Memory Techniques

▶ **SP PACE Academy** │ **Classroom** │ **1 day**

$ 299.60

- Pick up comprehensive skill sets to help with effective memorising, recalling, strategic planning, and networking activities.
- Learn and be familiarised with distinctive memory techniques.

Work Smarter, Not Harder: Time Management for Personal & Professional Productivity

▶ **Coursera: University of California, Irvine** │ **E-learning** │ **3 hours**

Refer to www.coursera.org for pricing options.

- Learn to plan effectively to achieve personal and professional goals.
- Learn to recognise and overcome barriers to successful time management.
- Identify specific time management tools and use them effectively.
- Manage resources effectively and efficiently.
- Develop sense of perspective to prevent and manage crises.
- Learn to delegate effectively and manage expectations.

*SkillsFuture subsidies may apply. Please refer to *Subsidies & Grants* and check with the course provider for details.

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PEOPLE MANAGEMENT

WSQ Develop and Manage a Sales Team

▶ **Singapore Media Academy | Classroom | 2 days**

$ 1,200.00*

- Plan, develop and implement sales budget through sales forecasting and review of sales performance.
- Develop objectives and actions for the sale of products through collaboration, review and evaluation of sales budgets, target-setting, and assessment of the market and customer.
- Identify and assess existing sales support tools to determine the methods to be used with these tools.
- Put together a high performance sales team through the identification of appropriate skill sets, hiring and onboarding of new members to enable them to perform and meet sales targets.
- Support sales team through consistent coaching, feedback and mentoring, as well as addressing performance gaps and helping to resolve issues.

Leading Beyond Managing

▶ **Centre for Professional and Continuing Education | Classroom | 2 days**

$ 631.30

- Understand the difference between 'managing' and 'leading', and learn how to be a visionary leader.
- Lead change with emotional intelligence, and develop people to achieve results.
- Develop effective leadership habits using a 4-phased approach.
- Understand the meaning of 'learning culture" and create action plans for "The Leadership Blueprint for Better Performances".

Storytelling for Innovation and Building Winning Corporate Cultures

▶ **Singapore Management University | Classroom | 3 half-days**

$ 1712.00*

- Learn how successful organisations have effectively changed their culture by implementing the ADCOE framework (Assessment, DNA, Company Codes, Evangelise) and how organisations can adopt the same approach to start an innovation-led culture.

Talent Management for Business Leaders

▶ **Singapore Management University | Workshop | 3 days**

$ 2,728.50*

- Learn to align talent management with organisational values and goals.
- Learn to attract and retain talent, develop and manage talent pool, and enhance employee engagement.

*SkillsFuture subsidies may apply. Please refer to *Subsidies & Grants* and check with the course provider for details.

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Managing Talent I: Acquisition and Retention

▶ **Singapore University of Social Sciences | Classroom | 6 months**

$ 2,354.00

- Appraise methods and strategies for talent attraction and sourcing.
- Evaluate methods and strategies for selection and orientation.
- Discuss critical issues in talent retention.
- Create employer branding strategies that are aligned with organisational branding strategy.
- Develop recruitment and selection plans that deliver high quality talent.
- Design strategies for identifying and retaining critical talent within an organisation.

Managing Talent II: Performance and Development

▶ **Singapore University of Social Sciences | Classroom | 6 months**

$ 2,354.00

- Appraise traditional performance management systems and contemporary alternatives.
- Analyse performance-linked approaches to career management and succession planning.
- Appraise learning and development programmes that deliver return on investment.
- Design performance management systems that drive individual and organisational outcomes.
- Construct career management and succession planning strategies that ensure organisational continuity and growth.
- Formulate learning and development strategies that are aligned with organisational strategy.

Performance Management and Setting KPIs for Business Results

▶ **Management Development Institute of Singapore, Management Development & Consultancy | Workshops | 2 days**

$ 963.00

- Understand how performance management works and the tools required.
- Develop a performance journal and performance plan, and learn to give performance management feedback.
- Discuss effective goal-setting and identify how best to set KPIs.
- Learn the three phases of project management and how to assess it.
- Recognise the importance of motivation.
- Identify Kolb's Learning Cycle.

Rewards (Compensation & Benefits)

▶ **Singapore Management University | Workshop | 2 days**

$ 1,712.00*

- Be able to demonstrate an understanding of key rewards concepts and principles.
- Acquire a practical approach to the design of rewards frameworks and programmes.
- Understand how rewards interventions can be integrated with other HR solutions to enhance employee engagement and ultimately impact business performance.
- Acquire an appreciation of key success factors in rewards practice.

*SkillsFuture subsidies may apply. Please refer to *Subsidies & Grants* and check with the course provider for details.

People Management and Development Essentials

▶ **SP PACE Academy** | **Classroom** | **3 days**

$ 1,605.00*

- Understand how key HR functions, processes and procedures are related.
- Practice the knowledge and skills required in handling and managing people and their development.
- Develop skills to be effective within a team and to the organisation.

Specialist Diploma in Enhanced Human Resource Skills

▶ **SP PACE Academy** | **Classroom** | **1 year**

$ 5,521.20*

- Learn about some of the leading HR technologies and tools to improve HR efficiency and effectiveness across the various HR functions.
- Gain working knowledge on design thinking tools to be more user-centric in dealing with HR challenges around systems, processes, procedures and policies.
- Learn to use HR analytics tools and techniques to assess and solve HR and business challenges, such as talent acquisition, workforce development and productivity, and employee engagement.
- Gain knowledge on positive psychology and skills to engage others, maximise employees' potential through coaching, and manage work relationships and performance in an organisation.

The Digital Recruiter

▶ **Republic Polytechnic** | **Classroom** | **1 day**

$ 288.90*

- Identify useful and practical digital tools for recruitment.
- Understand how these tools can complement and benefit your recruitment efforts.
- Plan and include these tools in your recruitment efforts.

People Analytics

▶ **Coursera: University of Pennsylvania** | **E-Learning** | **11 hours**

Refer to www.coursera.org for pricing options.

- Explore state-of-the-art techniques used to recruit and retain people, and understand how these techniques are used at cutting-edge companies.
- Understand how data and sophisticated analysis is brought to bear on people-related issues, such as recruiting, performance evaluation, leadership, hiring and promotion, job design, compensation, and collaboration.

*SkillsFuture subsidies may apply. Please refer to *Subsidies & Grants* and check with the course provider for details.
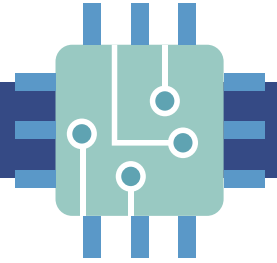
TECHNOLOGY

WSQ Select New Technology Platforms for Business

▶ **Singapore Media Academy** | **Workshop** | **3 days**

$ 2,600.00*

- Gather, analyse and assess the need for new technology.
- Define the project parameters and conduct research and evaluation of options for new technology.
- Create and present a business case to implement or deploy the new technology, and secure the means to implement the new technology.

SkillsFuture for Digital Workplace

▶ **Ngee Ann Polytechnic** | **Classroom** | **2 days**

$ 797.15*

- Learn to work in a technology rich environment and safeguard cyber security in daily work applications.
- Understand the pivotal role that digital technology plays in the future economy, and appreciate the convenience and ease of using online apps in the work place and daily life.
- Build digital confidence in using new technologies, software and applications.

(STB Tech College) Future of Work – Exploring Cutting Edge Technologies for Tourism

▶ **Singapore Management University** | **Classroom** | **2 days**

$ 1,600.00*

- Learn the technology lingo and concepts behind prevalent technology types for tourism today (such as AI, IoT, automation, AR/VR/MR), and gain tools for assessing relevance and returns of technology for business.

Fundamentals of Data Analytics

▶ **SP PACE Academy** | **Classroom** | **2 days**

$ 588.50*

- Learn the basic concepts and emerging trends of analytics.
- Learn to manage data and the software that may be used in analytics.

*SkillsFuture subsidies may apply. Please refer to Subsidies & Grants and check with the course provider for details.

(STB Tech College) Data Literacy – Understand the Value and Importance of Customer Data Through Data analytics

▶ **Singapore Management University** | **Classroom** | **2 days**

$ 1,600.00*

- Learn the lingo and concepts of data and analytics.
- Understand the opportunities for data application in the tourism business, and gain tools for analysis and application towards building a data-driven culture.

Data Analytics for Workplace

▶ **Nanyang Polytechnic** | **Classroom** | **1 day**

$ 278.20*

- Understand how analytics can be used by organisations to identify new business opportunities and for better decision-making.
- Use data preparation techniques such as extracting, cleaning and integrating to pre-process data prior to analysis.
- Apply common analytical technique in different work scenarios, and use appropriate data visualisation to communicate information to viewers.
- Appreciate how analytics software tools can be used to harness data to convert them into actionable information that benefits the organisation.

Predictive Analytics

▶ **SP PACE Academy** | **Classroom** | **2 days**

$ 802.50*

- Learn to carry out exploratory data analysis with the objective of gaining insights to understand and prepare data for predictive modelling, which is an essential skill that adds value to any business.

NICF - Web Analytics & SEO (SF)

▶ **National University of Singapore - Institute of Systems Science** | **Classroom** | **3 days**

$ 2899.00*

- Identify the sales and marketing information required by the organisation.
- Understand relevant web analytics tools and make recommendations to the organisation.
- Generate, analyse and modify required traffic reports according to information requirements and needs of sales and marketing functions.
- Implement and apply web analytics and metrics to improve web performance.
- Use Google Analytics tool as an example to monitor website performance, understand users and their behavior, optimise content, optimise search engine performance (SEO) and assess campaign performance.

*SkillsFuture subsidies may apply. Please refer to *Subsidies & Grants* and check with the course provider for details.

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COURSE PROVIDERS

Centre for Professional and Continuing Education (PaCE@NTU)

NTU established the Centre for Professional and Continuing Education (PaCE@NTU) to consolidate continuing education and training capabilities and expertise within the university. This is in line with the government's emphasis on advancing adult education and professional development for Singapore's workforce to better meet future challenges. PaCE@NTU draws upon NTU's world-renowned faculty and strong industrial connections to develop quality programmes to equip Singapore professionals, managers and executives with updated knowledge and skills to keep pace with the rapid technological changes in today's increasingly competitive economy and industrial landscape.

PaCE@NTU offers a wide range of programmes from various disciplines. Seminars, short courses, semester-long courses (credit-bearing and stackable) taken from the undergraduate and MSc programs, e-learning and mobile learning courses are developed and available to cater to the diverse range of individuals' learning needs. In addition, PaCE@NTU offers Regional Executive Programmes to provide industry leaders with networking opportunities and Student Immersion Programmes for students to learn while experiencing the Singapore culture. We also develop In-house Training programmes to meet clients' organisational learning needs.

📍 60 Nanyang Drive, SBS-01S-50, Singapore 637551
📞 6790 4223 / 6904 2057　　✉ pace@ntu.edu.sg

Coursera

Coursera was founded in 2012 by two Stanford computer science professors with a vision to provide anyone, anywhere with access to the world's best education. Today, Coursera has expanded to reach more than 40 million people and 1,900 businesses around the world. It has online courses, specialisations, certificates and degrees from 190+ world-class universities and companies, including Yale, University of Pennsylvania, Google, IBM and more.

Hundreds of free courses provide access to on-demand video lectures, homework exercises, and community discussion forums. Paid courses provide additional quizzes and projects as well as a shareable course certificate upon completion.

🌐 www.coursera.org

Management Development Institute of Singapore, Management Development & Consultancy (MDIS MDC)

Since its establishment in June 1995, Management Development and Consultancy (MDC), the corporate training arm of MDIS has played a leading role in meeting the changing needs of many business organisations. It provides a wide range of well-designed programmes specially catered for business organisations with different training needs.

Its key services include seminars, customised training programmes and business consultancy services, designed to equip professionals with the essential tools of trade. MDC has since become a reputable company recognised for developing the next wave of dynamic corporate and business professionals, both locally and regionally.

📍 20 Orchard Road, Singapore 238830
📞 6842 6666　　✉ mdc@mdis.edu.sg / mdc_enquiries@mdis.edu.sg

Nanyang Polytechnic (NYP)

Established as an institution of higher learning in 1992, Nanyang Polytechnic (NYP) offers a full suite of continuing education (CET) options, ranging from specialist and advanced diplomas to SkillsFuture Series courses that cater to a broad range of learners. With a strong network of industry connections, NYP prepares learners for work and life through relevant and deep capabilities, keeping them ahead of the curve.

📍 180 Ang Mo Kio Avenue 8, Singapore 569830
📞 6451 5115　　✉ askNYP@nyp.edu.sg

National University of Singapore – Institute of Systems Science (ISS)

The Institute of Systems Science at the National University of Singapore (NUS-ISS) was established in 1981 to provide IT graduate education and professional development programmes to develop infocomm leaders and drive business and organisation innovation. NUS-ISS trains professionals in digital products and platforms, digital agility, cyber security, software systems, data science, digital strategy and leadership, artificial intelligence and digital innovation & design. NUS-ISS also runs 4 Master of Technology programmes and an offering of stackable programmes.

NUS-ISS can also organise corporate classes for travel agents, and contextualise the courses with case studies that will be relevant to the work of the travel agents.

📍 29 Heng Mui Keng Terrace, Block C, D & E Singapore 119620
📞 6516 5409　✉ elizabethee@nus.edu.sg

Ngee Ann Polytechnic (NP)

Established in 1985, the Continuing Education & Training (CET) Academy is the driving force behind Ngee Ann Polytechnic's efforts to offer adult education and training. It has helped more than 25,000 working adults to learn new skills, stay relevant and remain employable in today's global economy. The CET Academy offers a wide range of courses, including Part-Time Diplomas, Advanced Diplomas, Specialist Diplomas, Diploma (Conversion), Workforce Skills Qualifications (WSQ), short courses and SkillsFuture programmes. Its programmes cater to individuals from many industries, including business, engineering, manufacturing, marine offshore, healthcare, tourism and hospitality.

📍 Blk 50, #01-01, 535 Clementi Road, Singapore 599489
📞 6460 6353　✉ enquiryCET@np.edu.sg

Republic Polytechnic (RP)

Republic Polytechnic's Academy For Continuing Education (ACE) offers a comprehensive suite of lifelong learning programmes to provide adult learners with skills upgrading opportunities. RP also recently launched a new learning facility at the Lifelong Learning Institute in Paya Lebar, making lifelong learning more convenient and accessible for adult learners. It is also possible to hold the training at the travel agent's premise and to partially customise the training curriculum.

📍 9 Woodlands Avenue 9, Singapore 738964
📞 6510 3000　✉ ace-help@rp.edu.sg

Service Quality Centre Pte Ltd (SQC)

Service Quality Centre is an integrated training and consultancy provider renowned for its holistic approach towards developing strong capabilities and competencies in people. Backed by a robust heritage of over 30 years of experience as a soft skills specialist and a hard skills expert, it offers a total and holistic approach that covers all aspects of the continuous improvement journey, from implementation to evaluation.

📍 20 Orchard Road, Singapore 238830
📞 6376 0777　✉ learning@sqcentre.com

Singapore Management University (SMU)

Established in 2000, SMU has earned a reputation for its leading-edge research with global impact. SMU has produced creative and entrepreneurial leaders with broad-based knowledge, well-prepared for the needs of the economy. The SMU Academy, which is SMU's corporate training division, leverages SMU's reputation, competencies and linkages, to prepare the workforce with the competencies and career resilience required for today's rapidly changing world.

📍 60 Stamford Road, Level 4, Singapore 178900
📞 6828 9688 / 6808 5333　✉ academy@smu.edu.sg

Singapore Media Academy

Singapore Media Academy is a wholly-owned subsidiary of Mediacorp, offering training, education and consultancy services to address the needs of the local and regional media industries. Incorporated since November 2005, Singapore Media Academy consolidates over 50 years of broadcast and media expertise to provide a wide range of accredited, conservatory-style and market-relevant programmes that are taught by top practising professionals using comprehensive facilities in Mediacorp's broadcast centre. Singapore Media Academy currently provides enrichment, education and performance arts training to kids and youths, professional media training to adult professionals and hobbyists, media training solutions and consultancy services to corporations and organisations. Singapore Media Academy was appointed the Continuing Education and Training (CET) centre for the local media industry in 2008. Its training programmes are also available to lay people who aspire to nurture their creative and artistic potentials.

📍 1 Stars Avenue, Singapore 138507
📞 6350 3394　✉ lester.jiang@mediacorp.com.sg

Singapore University of Social Sciences (SUSS)

The Singapore University of Social Sciences (SUSS) is a university with a rich heritage in providing lifelong, learner-centric and industry-relevant education. Its mission is to champion lifelong education to develop future thinkers and leaders to their fullest potential through its 3H's education philosophy: 'Head' for professional competency with applied knowledge, 'Heart' for social awareness of the needs of the society, and 'Habit' for passion towards lifelong learning. SUSS offers a comprehensive, multi-disciplinary range of courses each semester. These courses come from its four schools - S R Nathan School of Human Development, School of Business, School of Humanities and Behavioural Sciences, and School of Science and Technology. Its broad range of courses prepares learners for the priority and growth sectors in Singapore's economy such as: Accountancy, Advanced Manufacturing, Applied Health Sciences, Biomedical Sciences, Construction, Early Childhood, Financial Services, Human Resource Management, ICT & Media, Logistics and Aerospace, Smart and Sustainable Urban Solutions and Social Services.

⚲ 463 Clementi Road, Singapore 599494
☎ 6248 0263   ✉ cet@suss.edu.sg

SP PACE Academy

Singapore Polytechnic (SP) has been training and developing the local workforce since 1954. SP Professional & Adult Continuing Education (PACE) Academy provides the focal point for Continuing Education and Training (CET) as SP continues to provide new and effective pathways for learners of all ages to develop their skills and knowledge so as to be employable in an ever-changing environment.

PACE Academy offers formalised qualification programmes in more than 50 part-time diplomas and post-diplomas in addition to a wide range of short industry-relevant courses to meet the training needs of individuals and corporations.

PACE Academy courses are relevant to the industry by aligning to the national Skill Frameworks (SFw) and Industry Transformation Maps (ITM). The courses are also designed with the adult learner in mind by applying the appropriate andragogy and committing the best training resources.

⚲ Block T1A (Level 1), 500 Dover Road, Singapore 139651
☎ 6772 1288   ✉ pace@sp.edu.sg / pace_marketing@sp.edu.sg

Temasek Polytechnic (TP)

Temasek SkillsFuture Academy (TSA) offers a wide range of courses and executive training programmes. It has the expertise to recommend, design and conduct courses, seminars and workshops tailored to meet the specific needs of organisations. Courses are offered in diverse areas such as business, design, engineering, hospitality and tourism management, IT and info-communications, life sciences, para-legal studies, security and safety management, and supply chain management.

⚲ 21 Tampines Avenue 1, East Wing Block 1A Level 3 Unit 81 (EW1A-03-81), Singapore 529757
☎ 6788 1212   ✉ tsa@tp.edu.sg

Tourism Management Institute of Singapore (TMIS)

The Tourism Management Institute of Singapore (TMIS) is the official training arm of the National Association of Travel Agents Singapore (NATAS). It was established in 1987 to upgrade the professionalism, service and productivity of the travel and tourism industry. Over the years, TMIS has evolved to become a notable training provider that provides industry related training and skills upgrading for those who aspire to join the travel and tourism industry. Since its inception, TMIS has trained more than 50,000 students for the tour and travel industry, offering a wide spectrum of tourism courses from certificate, diploma, undergraduate and post-graduate courses, all of which are registered with the Committee for Private Education (CPE) and are internationally accredited and recognised. With more than 30 years of experience in the travel and tourism industry, TMIS is well-equipped to provide training for international students and staff of the travel industry. To ensure its continued value and relevance, TMIS has adopted a regional perspective in its strategic goals and has established itself as a notable tourism training institute in the region. In 2018, TMIS became a subsidiary of East Asia Institute of Management Pte Ltd, a member of the EASB Education Group. It continues as the official training arm of NATAS and maintains the government-industry-education tripartite symbolic relationship. It actively participates in the Industry Transformation Map for the tourism industry to identify future skills needed for the industry.

⚲ 9 Ah Hood Road #03-03, Singapore 329975
☎ 6238 8688   ✉ info@tmis.edu.sg

William Angliss Institute

William Angliss Institute is Australia's leading specialist provider of Tourism, Hospitality, Food & Events training. It has been operating as a training and educational institute in Melbourne for 80 years, and as a CET Centre in Singapore for 7 years. Its campus in Singapore can deliver Australian, Singaporean (WSQ) and individually contextualised training programs to meet organisation's needs. Coming from the world of Tourism and Hospitality, its specialties are customer service training, motivating employees to reach organisational goals and management practices to lead teams in the right direction. It also provides technical training in all areas of tourism and hospitality.

⚲ 51 Cuppage Road, 10-14/17 Starhub Centre, Singapore 229469
☎ 6637 9855   ✉ info@angliss.edu.sg

SUBSIDIES & GRANTS

Courses listed in this guide may be eligible for subsidies by SkillsFuture Singapore (SSG) or Workforce Singapore (WSG). Please check with the course provider for details.

At least 70% subsidy for Singaporeans and Singapore Permanent Residents through the following funding schemes:

Enhanced Training Support for SMEs

SkillsFuture Mid-Career Enhanced Subsidy

Workfare Training Support (WTS) Scheme

The Singapore Tourism Board has the **Training Industry Professionals in Tourism (TIP-iT)** scheme to support tourism companies in employee upgrading and talent and leadership development. It is open to all Singapore-registered companies. Trainees must be Singaporeans or Singapore Permanent Residents. Projects should either be on employee upgrading or tourism leadership and talent development. Interested applicants may contact STB at stb_tid@stb.gov.sg.