



Lessee workshops

Raising the Bar Workshops

Star Pubs & Bars run a number of workshops designed for you to make the most out of your business.

- The Customer's Journey - the art of silent selling
- Passion for Service - creating spending opportunities
- Surfing for Success - all things social media
- Digital Allstars – advanced social media programme
- Passion for Quality – great product quality
- Great Team, Great Business – effective recruitment, induction & reward

We're here to help you make more money by driving new business, gaining repeat business and getting more customers to recommend your business. There's no charge for these workshops, that's our investment. All we ask for is your time.

The workshops all run regionally, start at 9.30 am and finish at 4.00 pm.

Each workshop involves a commitment to making a difference. If you want to effect real change in your business then these workshops are for you. It's a good idea to bring someone along who's going to help deliver your objectives, two heads are usually better than one.

We can run all of these workshops for either a group of lessees or for a multiple lessee and their managers.

However, if it's the latter we do expect the owner of the business or a member of senior management to be there. We can help you to develop your team, but we need your input and leadership too.

The Customer's Journey

Persuading people to spend more through the presentation of your pub.

A look at merchandising from the sofa to the barstool. How best to present your pub and your products to persuade people to visit more and spend more. Just think about the last time you went into a shop for one thing and left having bought something else as well, just because the display caught your eye.

Did you know?

60% of buying decisions are made at the point of sale? So something as simple as an attractive display on the back bar can encourage more impulse buys. Impulse sales can add to a significant proportion of your profits.



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A Passion for Service

How great service equals great sales

This workshop's practical, it's pub focused and it's all about that great customer service which gets the customer spending more and coming back more often.

- How to achieve it
- How to measure it
- And how to get your team on board

Did you know?

- 2% increase in customer retention has the same effect of decreasing your costs by 10%
- 81% of customers would pay more for excellent customer service
- 65% of customers have changed their buying habits over one single poor experience
- 91% of customers don't always complain having received poor customer service but tell the world via Tripadvisor & Social Media. Word of mouth travels fast.

Surfing for Success

An introduction to Social Media

Social media has never been more important in reaching your customers - existing & new. It presents a great opportunity to generate a community feel within your pub by communicating through the right online channels such as Facebook, Twitter and YouTube.

We'll advise you on how to:

- Run advertising campaigns
- Reach new customers
- Know when and what to post

Did you know?

All you need is a laptop or tablet, if someone else is going to be running your social media bring them along too.

In 2015 people who attended this workshop reported their Facebook likes up 28% and their Twitter followers up 70%



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Digital Allstars

Advanced social media programme

- Our advanced social media programme
- Once you have mastered the art of using social media to start those conversations with your customers what next? Designed to help take you and your business to the next level this workshop looks at:
 - i. New platforms
 - ii. Advanced use of insights
 - iii. Direct marketing – communicating effectively with your customers

Did you know?

Over 50% of people have purchased a product or service after receiving an email about it. Think about the amount of databases, mailing lists etc. you are on, how many emails you get offering you goods and services. There's not much profit in a customer making one visit, so how do we get them back for events and special occasions? Every business needs to keep track of their customers on their database. In the past in pubs this was the licensee who new everyone's name and drink; today it's also about collecting and using data to reach out to customers.

Passion for Quality

Great product quality

- Edward Theakston's unique take on beer quality.
- Why is product quality important? Obviously if I enjoy my first drink I am much more likely to have a second. But better beer quality also equates to better profits. Too much beer is wasted because of incorrect storage, handling and pouring. So this workshop looks at:
 - i. Cellar management
 - ii. Cask ale conditioning
 - iii. Beer dispense
 - iv. All aimed to make you more money

Did you know?

Our retail standard audits suggest as many as 3 in 10 drinks in pubs are not up to scratch. When was the last time you had a drink – beer, wine or minerals - which was not served correctly? Poor dispense, wrong glass, wrong temperature? How many technology companies or car manufacturers would survive if only 70% of what they produced worked properly?



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Great Team, Great Business

Effective recruitment, induction & reward

With the increasing cost of employing people and the potential challenge to the labour market businesses can no longer afford to be average employers with poor productivity and high staff turnover. This workshop is all about creating a great team through:

- i. Great recruitment
- ii. Great induction
- iii. Great reward

Did you know?

If you employ an over 25 year old for 25 hours what that costs you in 2017 will buy about 19 hours by 2020? All businesses need to think about increasing productivity through well trained, highly motivated, staff. We cannot afford passengers anymore!