



BOUTIQUE

BUSINESS DEVELOPMENT

MEET DANIEL SKERMER

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BOUTIQUE

BUSINESS DEVELOPMENT

ACHIEVEMENTS

- Enjoyed success within the Hospitality & Travel Industry since 2005
- Founder of the Ardencote Business Network and Atmosphere Networking events attracting 2000 guests over 4 years
- Established PA Forum in 2016 - a thriving network of over 800 PAs and EAs across the West Midlands
- Winner of Networker of the Year Midlands Business, Community and Charity Awards 2017
- Winner of Networker at the Year Downtown in Business Awards Birmingham 2017
- Finalist at Woman Who Achieves Awards, Change Champion for Women in Business Category 2018
- Winner of the Best Regional Network for PA Forum at Manchester PA Awards 2018
- Business Travel committee for Hotel & Booking

The logo for 'BOUTIQUE BUSINESS DEVELOPMENT' is presented in a gold-colored rectangular frame on a black background. The word 'BOUTIQUE' is written in a large, bold, gold serif font. Below it, the words 'BUSINESS DEVELOPMENT' are written in a smaller, gold, all-caps sans-serif font, with wide letter spacing.

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EXPERIENCE

- Sales & Business Development Manager, Hogarths Hotel Solihull, (4 Years)
- Destination Team Manager, Thomas Cook Overseas Operations (5 Years)
- Sales & Marketing Manager, Ardencote Warwick (2 Years)
- Sales Manager, Park Regis Birmingham (2 Years)
- Resort Sales Manager, Resorts World Birmingham (2 Years)

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TESTIMONIAL

After meeting Daniel for the first time he was full of enthusiasm, charismatic and energetic and I knew I needed this positivity in my team. This was simply one of the best decisions I made whilst recruiting the pre-opening team at the Park Regis Hotel in Birmingham.

During the 3 years Dan worked for me his drive to secure revenue, attention to detail, resilience to be the best helped us beat budget year after year. His personality and account management style helped secure loyal customers from agents to corporates. He always went the extra mile for clients and came up with creative ways to do this. He grew and developed solid relationships which put him in a solid position to launch the PA Forum which has grown to a nation wide success.

I will be working with Dan as a consultant to bring his experience back into my business.

Rebecca Delmore
Commercial Director
Millennium Point

The logo for Boutique Business Development is presented within a dark rectangular box with a thin gold border. The word "BOUTIQUE" is written in a large, bold, gold-colored serif font. Below it, the words "BUSINESS DEVELOPMENT" are written in a smaller, gold-colored, all-caps sans-serif font, with wide letter spacing.

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TESTIMONIAL

Dan came to join my team in January 2019. I work with a large team as Head of Business Development and Marketing for Resorts World Birmingham, it is the only venue of its kind in the UK and as my role is on a strategic level working as part of the Senior Management team I have always relied on people to come in and hot the ground running.

I knew on my first meeting with Dan that he was the perfect person to come in and do a great job both in terms of managing the current business, but also that he would shake things up, challenge us and ensure that we are constantly growing and developing.

I didn't go through the normal first stage/second stage interview process as I was that confident in him from my first meeting - and he has never let me down.

Dan hit the ground running, he is self sufficient yet a team player, and has a massive amount of contacts and can therefore bring business and learnings.

Dan created the business and the positioning that transformed us from a hotel with bedrooms and small meeting space to a full event business, whereby we had to increase our capacity and widen our offerings. We converted more space to fill this increased demand, and we were constantly seeing growth continue which led to us recruiting more and more meetings & events staff to service this demand.

Looking back a lot of what he did could seem obvious, but operationally we were just not able or aware of what was possible, he worked with the teams to ensure we grew and developed our skills and offerings to become able. He then developed the multitude of offerings that worked across the hotel, meeting rooms, family entertainment centre, cinema, escape rooms and across the NEC Campus.

The NEC campus can is a complex place and communication with key stakeholders was key, Dan successfully built long standing and fruitful relationships with Birmingham Business Park, Birmingham Airport, the NEC Group including exhibitions, Arenas the VOX and the ICC. He worked collaboratively with The Hilton Metropole, Bear Grylls Adventure, Crowne Plaza and the Moxy Hotel.

He successfully managed all of our Corporate Relationships to increase occupancy and set up Corporate Rates at the Hotel, he showcased all areas of the Resort including multiple restaurants and bars and established new Team Building packages that would appeal to the market.

He was constantly out and about with client meetings and even organised regular spaces in the communal areas to promote the Resort at companies such as TSB, Interserve, Tarmac and more.

Each Quarter Dan reported his enquiry value, this was all proactive business that Dan was so passionately out there generating and to see that he produced 3 million in his first year was just AWESOME!

I would highly recommend him, and indeed envy any organization that gets Dan on board.

Brid Bickerton

Head of Marketing and Business Development

Resorts World, Birmingham



HOW CAN I HELP YOU?

- Support you and your team to quickly spread your message to corporate clients, travel management companies, event agencies to increase enquiries
- Establish a monthly meeting to understand the revenue needs and wants of the business for the months ahead
- Understand, work with you and raise awareness of your venue to your specific target market
- Ensure enquiries are sent and logged to your venue monthly and include on a monthly activity report
- Profile customers to understand if they will ever have a want or need for your venue
- Support you and your team to help open doors to many companies that you may wish to work with more
- Input to your ongoing Marketing activity to suggest opportunities and campaigns to raise awareness



MONTHLY COMMITMENT

£750.00 per month*

*(Minimum 3 month commitment)

ADDITIONAL SERVICES AVAILABLE*

- Support your team with site visits and show rounds
- Visit customer offices to represent your brand on your behalf
- Work to put a solid referral marketing plan in place with your team to attract new customers
- Organise and host a showcasing event at your venue or online
- Support with any familiarisation trips with clients

*Available upon request please enquire for more details

