IDEAS CORNELL REVENUE MANAGEMENT SCHOLARSHIP

IDeaS Revenue Solutions - a SAS Company and the Cornell University School of Hotel Administration are pleased to offer the IDeaS Cornell Revenue Management Scholarship Program. This is a first of its kind scholarship program offering hospitality professionals access to online certificates and professional development opportunities in Revenue Management.

Scholarships awarded will provide recipients paid registration to the Certificate in Advanced Hospitality Revenue Management: Pricing and Demand Strategies.
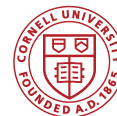
APPLICANT ELIGIBILITY

- Applicant must be employed in a full time position in the hospitality industry
- Applicant's employer must be engaged in the activity of providing lodging services; which include and are limited to hotels, motels, clubs, resorts, casinos, and theme parks
- Applicant must submit a completed application electronically or via mail by the stated application deadlines
- Applicants for the Certificate in Advanced Hospitality Revenue Management must be directly responsible for the Revenue Management function of their organization

APPLICATION DEADLINE

Friday, October 16, 2015

All applications must be received electronically or by mail by the Cornell School of Hotel Administration no later than 5 pm EST on the above date. Completed applications can be submitted either electronically to sha-online@cornell.edu or mailed to the address below:

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IDeaS Cornell Scholarship Program
Office of Online Learning
Cornell School of Hotel Administration, 149 Statler Hall
Ithaca, NY 14853
USA

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DRIVING BETTER REVENUE

IDEAS CORNELL REVENUE MANAGEMENT SCHOLARSHIP

CERTIFICATE IN ADVANCED HOSPITALITY REVENUE MANAGEMENT: PRICING AND DEMAND STRATEGIES

The successful completion of the following five eCornell courses leads to the Certificate in Advanced Hospitality Revenue Management: Pricing and Demand Strategies:

1. Price and Inventory Controls
2. Price Sensitivity and Pricing Decisions
3. Segmentation and Price Optimization
4. Displacement and Negotiated Pricing
5. Search Engines and Online Selling: Stimulating Incremental Demand

This five-course certificate, developed by Dr. Chris Anderson, Revenue Management expert and faculty member at Cornell University's School of Hotel Administration, builds on the fundamental principles of Revenue Management and provides students with the advanced tools and techniques that guide strategic pricing decisions, set inventory controls, and encourage demand manipulation in a way that not only drives profits, but improves overall organizational performance.

IDEAS CORNELL REVENUE MANAGEMENT SCHOLARSHIP

AWARD OF SCHOLARSHIPS

- A Scholarship Panel will be formed by the Cornell School of Hotel Administration

- Decisions made by the Scholarship Panel will be final and no correspondence will be entered into

- The Scholarship Panel reserves the right not to award all scholarships

- Successful applicants will be contacted directly by IDeaS and the Cornell School of Hotel Administration

To learn more about the IDeaS Cornell Revenue Management Scholarship Program, please visit www.hotelschool.cornell.edu/online/ideas

ABOUT IDEAS

With more than one million rooms priced daily on its advanced systems, IDeaS Revenue Solutions leads the industry with the latest revenue management software solutions and advisory services. Powered by SAS® and more than 25 years of experience, IDeaS proudly supports more than 7,000 clients in 94 countries and is relentless about providing hoteliers more insightful ways to manage the data behind hotel pricing.

IDeaS empowers its clients to build and maintain revenue management cultures—from single entities to world-renowned estates—by focusing on a simple promise: Driving Better Revenue.
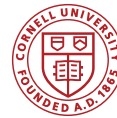
IDeaS has the knowledge, expertise and maturity to build upon proven revenue management principles with next-generation analytics for more user-friendly, insightful and profitable revenue opportunities—not just for rooms, but across the entire hotel enterprise.

For more information visit www.ideas.com.

ABOUT CORNELL UNIVERSITY SCHOOL OF HOTEL ADMINISTRATION

The Cornell University School of Hotel Administration is shaping the global knowledge base for hospitality management through leadership in education, research and industry advancement. The school provides management instruction in the full range of hospitality disciplines, educating the next generation of leaders in the world's largest industry. Founded in 1922 as the nation's first collegiate course of study in hospitality management, the Cornell School of Hotel Administration is recognized as the world leader in its field.

For more information, visit www.hotelschool.cornell.edu

IDeaS | DRIVING BETTER REVENUE
A SAS COMPANY

IDEAS CORNELL REVENUE MANAGEMENT SCHOLARSHIP

Application Number:

2015 SCHOLARSHIP APPLICATION

A. PERSONAL INFORMATION

1. Name (first, middle, last) _____

2. Job Title _____

3. Company _____

4. Company Website_____

5. Supervisor/Manager _____ 6. Supervisor/Manager Job Title _____

7. Company Address_____

8. City _____ 9. State/Province _____ 10. Zip/Postal Code_____ 11. Country ___

12. Work Phone _____ 13. Work Fax _____

14. E-Mail Address _____ 15. Website _____

In principle and in practice, IDeaS and Cornell School of Hotel Administration value and seek diverse and inclusive participation within the field of hospitality revenue management. IDeaS and the Cornell School of Hotel Administration promote involvement and expanded access to professional development opportunities regardless of race, ethnicity, gender, religion, age, sexual orientation, nationality, disability, appearance, geographic location or professional level.

The IDeaS Cornell Management Scholarship Application will be evaluated 'blind', in that the Scholarship Panel will only have access to Section B of this application.

IDEAS
A SAS COMPANY

DRIVING BETTER REVENUE

CORNELL UNIVERSITY
FOUNDED A.D. 1865

School of Hotel Administration
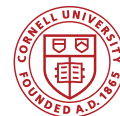
IDEAS CORNELL REVENUE MANAGEMENT SCHOLARSHIP

Application Number:

B. ESSAYS

Please key in your responses in the space provided below or attach additional sheets as appropriate. Use no more than 250 words to answer each question.

It is advisable that you do not disclose your identity, current employer or affiliations in your responses below. Prior to sharing your application with the Scholarship Panel, the Cornell School of Hotel Administration will remove all such information.

1. Describe your approach to working within your organization to communicate the importance of revenue management.

2. Achieving great results through revenue management depends on having access to accurate data. Briefly describe how have you gone about gathering, validating, and using data in your revenue management environment.

3. What is the top revenue management or pricing challenge you face at your property or companythis year?

IDEAS CORNELL REVENUE MANAGEMENT SCHOLARSHIP

Application Number:

C. APPLICANT COMMITMENTS

1. The personal information provided is correct to the best of the applicant's knowledge.

2. The views expressed in Section B of the application are entirely that of the applicant. No support or inputs were received from any other individual or organization.

3. The applicant did not disclose their identity, current employer or affiliations, if any, while answering the essay questions in Section B.

4. If selected, the applicant will commit to registering and choosing course start dates within 90 (ninety) days of the award of the scholarship. If registration and course date selection are not completed within 90 (ninety) days, the Cornell School of Hotel Administration reserves the right to revoke the scholarship.

5. If selected, the applicant agrees to IDeaS and the Cornell School of Hotel Administration using their name in public announcements and commonly deployed marketing practices for the scholarship program.

6. By applying for the Scholarship Program, the applicant consents to the collection and use of their personal information by IDeaS and Cornell School of Hotel Administration as per their current Privacy Policies (see terms and conditions section for more on these policies).

7. The scholarship is non transferable.

8. The applicant agrees to submit the application as per the stated deadline.

9. If selected, the applicant authorizes IDeaS and the Cornell School of Hotel Administration to request and obtain from eCornell information relating to their completion of the eCornell courses and programs in which the applicant is enrolled in connection with the IDeaS Cornell Scholarship Program, and the applicant also authorizes eCornell to provide such information to IDeaS and the Cornell School of Hotel Administration.
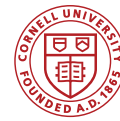
By signing below, I acknowledge that decisions of the Cornell School of Hotel Administration are final. I certify that I meet the basic eligibility requirements of the scholarship program as described in this application, that the information provided herein is complete and accurate to the best of my knowledge, and that I have read and agree to the above-referenced 'Applicant Commitments'.

I further certify that I am not prohibited from applying for or accepting the scholarship (if awarded) by any law, regulation, contractual provision, rule or policy, including my employer's rules and policies. If requested, I agree to provide proof of information I have given on this form. I understand and acknowledge that falsification of information may result in disqualification of my application and/or termination of any scholarship awarded.

Applicant's Signature _____

Print Name_____

Date of Submission_____

IDEAS CORNELL REVENUE MANAGEMENT SCHOLARSHIP

Application Number:

D. TERMS AND CONDITIONS OF THE IDEAS CORNELL REVENUE MANAGEMENT SCHOLARSHIP

1. IDeaS and the Cornell School of Hotel Administration employees and their family members and dependents are not eligible to receive the scholarships.

2. IDeaS will pay the cost of registration for the five online courses leading to the Advanced Revenue Management Certificate directly to Cornell School of Hotel Administration and not to the scholarship recipient.

3. IDeaS and the Cornell School of Hotel Administration reserve the right to review the conditions and procedures of the IDeaS Cornell Revenue and Management Scholarship and to make changes at any time, including termination of the program.

4. The applicant is responsible for submitting all materials to the Cornell School of Hotel Administration on time. Incomplete applications will not be evaluated or considered. This application becomes complete and valid only when the Cornell School of Hotel Administration has received all of the requisite materials.

5. IDeaS and the Cornell School of Hotel Administration do not sell, trade, or rent the personal information provided by scholarship recipients. IDeaS and the Cornell School of Hotel Administration may share your personal information with eCornell so it may use such information as a part of your enrollment in its programs or otherwise contact the applicant. IDeaS and the Cornel School of Hotel Administration may also release the applicant's personal information when, in good faith, such release is reasonably necessary to (i) comply with law, (ii) enforce or apply the terms of any of our agreements with eCornell, or (iii) protect the rights, property or safety of IDeaS and the Cornell School of Hotel Administration, our users, or others. Except as otherwise provided herein, IDeaS and the Cornell School of Hotel Administration will use and disclose your personal information only as described in IDeaS' Privacy Statement and the Cornell Hotel School's Privacy Policy respectively.