

Manfred Ritschard

speaker, trainer, moderator at Manfred Ritschard & Partner LLC

Meggen-Lucerne, Lucerne, CH

Excellence in Service Quality and Sales - professionalism and friendliness can be managed!

Biography

Manfred Ritschard empowers service providers to be confident and engaging in their contact with customers, helping them to achieve greater success in their results and more satisfaction at work. He is the Swiss expert for service quality and sales in the Swiss tourism industry. Member of GSA - German Speaker Association, Swiss Chapter; the Network for Speakers, Trainers and Coaches; SMC Swiss Marketing Club; TOUREX - Swiss Association of Graduate Tourism Experts Event Circle - Swiss Association of Event Managers; Moderator for further education;

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Corporate Training, Hospitality, Travel and Tourism

Affiliations

Specialist at the Federal Office for Professional Training and Technology in the validation process for Universities of Applied Sciences in Switzerland; www.bbt.admin.ch; GSA - German Speaker Association, Swiss Chapter; the Swiss Network for Speakers, Trainers and Coaches, SMC Swiss Marketing Club; <http://www.swissmarketing.ch>, TOUREX - Swiss Association of Graduate Tourism Experts; www.tourex.ch, Event Circle - Swiss Association of Event Managers; Moderator for further education; www.eventcircle.ch, GSF - Global Speakers Federation; <http://www.globalspeakers.net>

Sample Talks

Excellence in Service and Sales - a Challenge for Teams and Managers

What is a dream team and how do its members manage themselves to achieve top results in quality of service and success in sales? How to lead a team as a manager to professional behaviour - key factor of success in quality of service and sales? How to handle stressfull situations with customers, multitasking, complaints etc. - strategies to establish sustainable relations.

Education

University of Fribourg

Diploma Communication sciences and journalism

Secondary School

Matura General qualification for university entrance

Max Bieber Advertising School, Bern

Diploma Advertising

Lucerne University of Applied Sciences and Arts

Higher trade examination "Qualified Tourism Expert" Tourism management

Olten Training Center

Higher trade examination ?Qualified Corporate Trainer? Andragogy

Swiss Tourism Association

Quality Coach Quality Management

Accomplishments

Welcome Campaign "Service Excellence" for UEFA EURO 2008 Host City Berne

Training of 10'000 employees in tourism and commerce as well as of 900 volunteers for welcoming the Dutch, French, Italian and Romanian supporters and guest during the European Championship of Football 2008 in the host city Berne. Berne turned out to be the best host city after the games in terms of image, service quality and guest feedback.

Owner & Managing Director

Manfred Ritschard & Partner GmbH - Corporate Training & Marketing (Head of tourism projects and destination planning, service and distribution management, management seminars)

Vice-President

Star Enterprises AG (Travel Marketing Services) and Skyways AG (Travel Agents), Zurich-Birmensdorf

Lecturer

Lecturer and seminar manager at Lucerne University of Applied Sciences (HFT) faculty Tourism; Project manager at the Institute for Tourism (ITW), Lucerne University of Applied Sciences; Manfred Ritschard graduated as company trainer and Tourism specialist. He teaches Marketing at the Technical Colleges in Geneva and Basel and at the Lucerne School of Tourism.

Travel business

Key Account & Product Manager Special Interest Groups at Kuoni AG, Head Office, Zurich; Resident Destination Manager (Tunisia) for Kuoni Reisen AG; International Tour Manager at Kuoni Reisen AG, Zurich

Public Relations

PR with responsibility for the media / Editor, CoiffureSuisse, Bern

Corporate Training

Corporate training campaigns for the Swiss Federal Railways, Hotelplan Suisse and other major companies

Speaker & Moderator

Keynote speaker or moderator at Exposystems in São Paulo Brasil, SuisseEmex Zurich, TTW Travel Trade Workshop in Geneva and Zurich and more

Testimonials

Lucas Mosca

Tall, thin, light hair and eyes, the demeanor of an artist. From afar, somewhat aloof. On stage, however, all the poise and bearing of a seasoned rock star. With the thrust of Queen's "We Will Rock You," Swiss-born Manfred Ritschard opened ExpoSystems and thrilled the audience. His proposal was: energy, warmth and, equally importantly, preparation. Especially when managing events like the World Cup and the Olympics, which Brazil will host soon. Ritschard explores this matter in-depth over the course of a vibrant one-hour conference. "The most important thing is not worry whether Brazil will be the winner of the World Cup or the Olympics, but rather to provide the best possible service."

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