



**Exploring IT at Chessington World of Adventures  
A Professional Development Day for Teachers & Lecturers**

**NEW DATE! Thursday 17 July 2008**

Chessington World of Adventures, Leatherhead Road, Chessington, KT9 2NE

Whether you are preparing for the diplomas or seeking new opportunities to enhance delivery of current qualifications, this PD Day is ideal for teachers and lecturers in IT, Business Studies, Creative & Media or Leisure & Tourism; Senior Leadership Team Managers; Local Authority Consultants.

**Programme**

<b>9.30 a.m.</b>	Registration & Refreshments
<b>10.00 a.m.</b>	Introduction – overview of the business - nationally & globally Structure of the IT department Employers' expectations of employee skills
<b>11.00 a.m.</b>	Customers & Commerce The customers' perspective - the customer journey from the web site to the park Call centre activities 'Walk Up' – ticketing on the day Current developments
<b>12.00 p.m.</b>	Lunch
<b>12.45 p.m.</b>	Effective communication – tour of the park
<b>1.45 p.m.</b>	External communication Retail & Rides, Food & Beverage - looking at the impact of technology in these areas
<b>2.45 p.m.</b>	The Way Forward Group work - to identify how the information & resources can be used to enhance curriculum delivery: 1. Understanding organisations 2. The potential of technology 3. Effective communications
<b>3.45 p.m.</b>	Plenary
<b>4.00 p.m.</b>	Close

Please note that this programme may be subject to variation on the day.