

Liyakat Ali Khan

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CAREER OBJECTIVE

A dynamic, distinguished and seasoned professional with experience of around 10+ years in the Travel , Tourism & Mice industry . Proficient expertise in providing effective holiday management and strategic advice while using diverse functional expertise in achieving superior customer satisfaction, and expertly providing an unforgettable holiday experience.

Looking for a similar managerial position that will utilize gained expertise, knowledge, creativity, and useful skills to facilitate operations, maximize revenue and productivity and ensure strong future growth.

AREA OF EXPERTISE Proficient in leading and developing effective marketing strategies to support commercialization, customer acquisition, customer retention and optimization in collaboration with business partners to meet business, marketing and sales goals.

Establish credibility by the display of sound judgment, broad knowledge and expertise; effectively build and manage key relationships; create an engaging and collaborative work environment among the faculty by bringing diverse ideas and people together.

Strong people management and communication skills with experience in senior leadership roles and leading large and strong hospitality teams. Track record in expertly handling multiple demands consecutively, determining priorities, recognizing risk factors and making sound decisions. Comfortable working in a multi-cultural environment.

KEY COMPETENCIES

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| ✓ Luxury Hotel Bookings | ✓ Key Account Management |
| ✓ Travel Reservations | ✓ Holiday Designing |
| ✓ Tour Itineraries | ✓ Destination Management |
| ✓ Team Leadership | ✓ Destination Geography |
| ✓ Advertising | ✓ Venues Sourcing |
| ✓ Customer Needs Assessment | ✓ Travel Trends Analysis |
| ✓ Strategic Planning & Management | ✓ Digital Marketing |
| ✓ MICE Contracting & Operations | ✓ Ground Travel Arrangements |
| ✓ Cost Control & Budgeting | ✓ Travel Policies & Procedures |
| ✓ Sales Lead Generation | ✓ Analytical Thinking |
| | ✓ Administration & Management |
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**PROFESSIONAL
EXPERIENCE**

**Sr. Manager MICE -
Contracting &
Operations**

IBFW Hospitality (Meetings & Events) , Mumbai Dec 2021 – Present

Job Profile

- Receive RFP's/Queries and follow MICE proposal templates and deliver to client in timely manner.
- Follow direction from the Regional Team on the brief details and client requirements
- Carry out comprehensive research for new and existing products that can be adapted for MICE market
- Work towards procurement requirements by building a preferred list of MICE hotels, Venues, MICE related DMC's & suppliers & airline consolidators.
- Daily update on 'things to do' and 'projects in hand' to the MICE head and branch head
- Ensure new products & proposals are made, accurately and within guide-lines set by Team Lead.
- Manage the templates and ensure the correspondence with MICE department brand guidelines
- Constantly work towards betterment of the systems and templates for efficient team training and making great client proposals
- Maintain and update the list of hotels, DMC, vehicle service providers, airlines consolidators, tourism boards & catering details all related to MICE - as per company standards
- Work in collaboration with the local and destination operational teams to ensure clear operational plans as per itinerary promised to the client
- Create guidelines, manuals and scripts for all operational staff in support of MICE events
- Support the team by working with the admin personnel on large events with the logistics requirements viz; ticket bookings, visa issuance process, hotel bookings.
- Communicate the final details of all confirmed bookings to the Sales Manager - MICE for the contract to be prepared and obtain client's approval on booking contract in a prompt way
- Obtain client feedback after each event verbally and through 'Thank You' letter and 'Guest Questionnaire' and communicate the outcome to the concerned
- Follow up on issues from previous walkarounds so that the same issues are not repeated

**Manager MICE -
Contracting &
Operations**

Pegasus Conference Services , Mumbai

May 2018 – Nov 2021

Job Profile

- Responsible for Contracting Hotels and other Travel Products
 - Preparing Proposals and Price Quotes for Clients & Cost negotiation with vendors to get the best rates to increase the Gross Profit Margin on file.
 - Expertise in Corporate Incentive/ Leisure tours, Conferences and Events, closing and executing group contracts and negotiations.
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- Internal coordination with the airline, visa and operations team for the group execution .
- Maintain Master, Arrival, Departure, Rooming List with all Travelling details
- Liaisoning with Overseas Suppliers for sourcing of Hotels and Land arrangements which meet the requirements in terms of rates and allocations .
- Traveling with the group whenever required for handling hotel reservations, check-ins, check-outs, transport, and other bookings related to international & domestic tour operations.
- Making itineraries for all destinations as per MICE requirements for the Domestic and International market.

**Sr. Manager
Holidays – Outbound**

Abu Dhabi Travel Bureau , Dubai

Apr 2011 – Apr 2018

Job Profile:

- Perform an effective key account management of all the major Corporates and VIP client accounts to ensure that the most appropriate holiday requirements are being applied to them.
- Direct business development functions that include selling the most beneficial tour and holiday packages to the clients to maximize the revenue.
- Provide expert consultations regarding holiday destinations and itinerary packages to the VIP clients while guaranteeing the clients needs are met as well as the profitability of the organization is enhanced.
- Consult with the VIP and corporate clients with details regarding the cultural norms of the holiday destination and the safety measurements(if any) to be taken specially when travelling to sanctioned countries.
- Plan and manage the launch of innovative marketing and advertising campaigns that will be instrumental in sourcing of new high-volume key accounts.
- Augment business practices and processes for an optimized work flow as well as satisfactory customer satisfaction.
- In charge of providing special discounts for group or corporate travels.

**Asst. Manager
Holidays – Outbound**

Sharaf Holidays , Dubai

Jan 2007 – Mar 2011

Job Profile:

- Perform an effective key account management of all the major Corporates and VIP client accounts to ensure that the most appropriate holiday requirements are being applied to them.
- Liaise across cross-functional divisions to provide the clients with unsurpassed value for their money.
- Direct business development functions that include selling the most beneficial tour and holiday packages to the clients to maximize the revenue.
- Responsible for Contracting Hotels and other Travel Products . Preparing Proposals and Price Quotes for Clients & Cost negotiation with Vendors to get the best rates to increase the Gross Profit Margin on file.

**EDUCATIONAL
QUALIFICATION &
TRAININGS**

Bachelor of Commerce
R A Poddar College, Mumbai University, India

Higher Secondary Certification
Maharashtra College, Mumbai University, India

Diploma in Travel & Tourism
Clare Institute, Mumbai, India

IT SKILLS

MS Office Suite , Online Reservation Portals

PERSONAL PROFILE

Nationality : Indian
Marital Status : Married
Languages : English, Arabic, Hindi, Marathi
