

## Seminars customized especially for the Attractions Industry

### A Weeknight at the Museum-Attraction!

*(Building Loyalty and Revenue through Corporate Events)*

Over 1,000 meeting and event planners were asked by an events organization, "What type of venues are you planning to work with this year?" The top two answers were expected- Hotels and Conference Centers.

It was the third answer that caught my attention. Over half of these planners said, "Unique Venue". Why would over 50% of these planners want to hold an event in a unique venue?

I asked that same question and here are just a few answers I heard:

"Your attraction is a great place to hold an event and it helps as they are a draw."

"Our company would like to support this jewel in our community."

"We want to introduce our people to it so that they can bring their immediate and out-of-town family and friends back."

"It's different and unique. We need that for our events."

Do you consider your Attraction a Unique Venue? If not, you should, as you have a great opportunity to enhance or increase revenue for your organization. The challenge though is that you need to speak the language of companies. That's where I can help.

In working with over 50 unique venues during my career, I learned the "ins and outs" of attracting and retaining companies at unique venues just like yours. And if done the right way, you can create or enhance that revenue stream for your organization, even if you are only able to do a handful of events each month.

In this seminar, you will discover concepts that help build loyalty and revenue for your organization by working with companies and organizations to bring their events to you.

They include-

**Identifying** six goals that meeting planners have when working with you

**Speaking** the language of companies to attract and retain more of their meetings/events

**Targeting** the right type of events and meetings based on your staffing available

**Discovering** four keys that will separate your F & B from your competition

**Thinking** like your competition...it's not whom you think

**Working** smarter with sales prospecting, follow-ups, and closing

**Tailoring** your marketing efforts to this market, with success!

**Utilizing** open houses (and the blueprint for them)

## **The “Big 4” to creating more storytellers for your organization!**

If given the choice, would you rather be considered “the best”, or the “favorite” when it comes to companies in your city, region, or state? My choice would be “favorite” and I will tell you why in this seminar.

What steps are you taking to have your customers and employees think of your organization as “their favorite”? It starts with implementing “The Big 4” to deliver that Black Tie (or first-class) Customer Service Experience. Bob will share the principles he learned from being an entrepreneur for over twenty-five years on providing hospitality and service excellence in your organization.

The Big 4 are-

- Creating a Foundation of Hospitality (or a Culture of Welcome)
- Developing your “Standards of Excellence” (your Steps of Service)
- Enhancing the Experience through IMPACT Points (becoming your Visitor)
- Transforming your visitors into Brand Ambassadors (creating Storytellers)

You will discover how to turn ordinary Customer Service *transactions* into ***Black Tie Customer Experiences!*** You’ll learn why most people forget about good service but always remember the hospitality shown to them. When Hospitality and Service Excellence are combined you create storytellers (or Brand Ambassadors) for your organization. They are the ones who can’t wait to tell others about their experiences with you.

## **The Five Essential Laws of Hospitality**

(to build Loyalty, Retention, and Revenue)

How often does your brand get talked about? When people talk about your brand they become storytellers for it. Do they become storytellers because of the customer service you provide? Maybe. But you need more.

You need the 5 Essential Laws of Hospitality for your organization. Providing customer service is necessary as it brings people to your business. Hospitality, however, is **essential**, as it brings your customers back, increasing your loyalty, retention, and revenue.

You’ll learn why most people forget about ordinary service but always remember the hospitality shown to them. When this happens, you create your organization's storytellers (or Brand Ambassadors). They become marketers for you and are the ones who can’t wait to tell others about their experiences with your organization and your people.

The 5 Essential Laws of Hospitality are -

**The Law of Connect**

**The Law of Engagement**

**The Law of Trust**

**The Law of Appreciation**

**The Law of Wow**

## **Discover the Missing Link** **25 Ways to Delight Clients with Black Tie Hospitality**

What do a book, a spinning wheel and 25 ways to delight customers with Hospitality have in common? They are all part of a NEW seminar that promises to be informative, interactive, and entertaining and it's all based on Bob's new (and first) book-

### ***Discover the Missing Link- 25 Ways to Delight Customers with Black Tie Hospitality.***

We start by utilizing an electronic "spinning wheel" that is numbered 1 through 25. Think Wheel of Fortune, but here we're talking about the power of Hospitality! Audience members are asked to spin the wheel, and the number it lands on is the chapter of Bob's new book that he will discuss. It's completely random and you can customize the amount of spins on the wheel! As Bob discusses each chapter with your audience, he will challenge them to answer his Black Tie Takeaway at the end of that chapter. Each takeaway encourages brainstorming, follow-up, action plans, and more!

Attendees will leave with the Missing Link and how to elevate the customer experience through principles of Hospitality. As a bonus, Bob can include a signed copy of his book for everyone in attendance.

## **Would YOU do business with YOU?**

***(Becoming your customer- what do you see?)***

When was the last time you were a customer in your business? And have your employees ever been that customer too? If not, how do they know what your customers see, hear, touch, and most importantly *feel* about your organization and the services you provide? If there ever was a time to think and act like your customer, it is now, as your customers and prospects are looking at every part of your business.

That's why your organization's "Impact Points" may now be one of the most important elements in creating this first-class (or Black Tie) experience.

This seminar will transform your attendees into a customer in their organization and take them on an interactive journey on the life cycle of Impact Points. One where they get to play an active role in what they see as a customer or prospect in their organization. We'll discuss how these "impact points" affect how people see your business and the people who work for it.

They will discover the three stages of Impact Points that every customer goes through. Sometimes the impact you make is in the little details you will be doing for them so that you can answer the question- "Would YOU do business with YOU?".

## **Customer Service 101...is not always 101 today!**

In the last few years, people have said that it seems like companies (and their staff) have forgotten the basics of Customer Service. And while I understand their thoughts, it has been challenging for both organizations and people to take care of the customers with so many other distractions.

However, on the opposite end...people are choosing to spend their money on a product or service, and they want to be taken care of in a timely, friendly manner.

In this seminar, I'll concentrate on four concepts of what I call part of "Customer Service 101" that I believe we need to review and get back to the basics. Most people that I talk to think that it starts with the staff. I don't necessarily agree, as I think it starts with Leadership and Culture. In this seminar, we will talk about this and look at four key components of it-

- Finding the right people
- Training and onboarding practices
- Ways to keep the right people
- Soft skills training on topics like communication, listening, taking ownership, etc.

You will get strategies and action steps to ensure that your organization understands, trains, and implements the Customer Service basics so that they are no longer thought of as Customer Service 101

## **The Sparks Needed for a Selfless Leader**

How many leaders do you have in your organization? I think everyone has the opportunity to lead, as you don't need to have a business card or title to be a leader. However, how many people have been taught to be a leader, or have a degree in Leadership? It's not a subject that most people get taught. And in business, we typically train people to be managers, not leaders. If they are taught about Leadership it probably centers around authority and power. So, the people working for "leaders" are tired of being overworked, undervalued, and underappreciated.

There is another way to lead. It focuses on Selfless Leadership. There are eight "sparks" (or traits) that are needed to be that Selfless Leader. When these sparks are in place, teams can become more engaged and empowered to strive for excellence. While these sparks (or traits) may seem to some as common sense, they are not common practice for some leaders today. Whether you are a seasoned leader or a new one, these sparks will help ignite the people you work with and lead.

## **Partial Client List for Black Tie Experience**

### **IAAPA Expo**

#### **International Bowl Expo- 2 times**

East Coast Show

#### **The Summit Conference- Keynote Speaker**

The Southwest Show- Keynote Speaker

#### **Bowling Proprietors Assoc. America-**

#### **Keynote Speaker for the following states-**

Florida, Connecticut, Indiana, Idaho, Colorado,  
Missouri, Alabama, Washington, Arizona,  
Tennessee, Pennsylvania, Ohio, Illinois,  
Michigan, Kansas, Texas, Montana, New York

#### **Roll House- Cleveland**

American Bus Association

#### **Historic Hotel Association- Keynote Speaker**

Wyoming Tourism Conf. – Keynote Speaker

#### **Divine Events & Catering- Las Vegas**

National Tour Association – National Conference

#### **Amusement 360 Conference**

Catersource/The Special Event

#### **Evan Williams Bourbon Experience**

Buffalo Wild Wings- Franchisee

#### **Ohio Society of Assoc. Professionals-**

#### **Southeast Tourism Society – SMPR Forum- Keynote Speaker**

Georgia Society of Assoc. Executives- - Keynote  
Speaker

#### **Florida Society of Assoc. Executives Conf.**

Indiana Society of Assoc. Executives Conf.

#### **Illinois Association of School Business**

#### **Officials- Keynote Speaker**

Select Traveler Conference- *Keynote Speaker*

#### **Going on Faith Travel Conference- Keynote Speaker**

Small Market Meetings Conf.–*Keynote Speaker*

#### **Connect Travel- Las Vegas & West Conference**

Massachusetts Assisted Living Association-  
*Keynote Speaker*

#### **Ohio Assoc. School Business Officials- Keynote Speaker**

Oregon Assoc. of School Business Officials-  
Keynote Speaker

#### **Ohio Bankers League Conf. - Keynote Speaker**

**AHAIN (Affordable Housing of Indiana) -  
Keynote Speaker**

Bob,

Sometimes the best thing to do is to let our clients do the talking when it comes to recommending a speaker. So, here is what we have heard about you and the job you do for our members...

*-“I attended your seminar at Bowl Expo and it was outstanding! Thank you so much for bringing a fresh perspective to the world of Bowling.*

*-“I am really excited about marketing us as a Unique Venue. Plus -- my marketing manager finally understood why I want to hold open houses! THANK YOU!!!!!”*

*-“I’ve been coming to this show for the last 23 years, and this was one of the best seminars I have ever been in!”*

*-“Your seminar was one of the best I have seen and the feedback was very positive!”*

In addition, not only have you spoken at Bowl Expo in two consecutive years (with two different presentations), but you have been booked to speak at close to 20 of our State Association Conferences in the last few years. To me, that means that your message and your stage presence resonate with our members.

Thank you!

Kelly Bednar- Director of Education, Bowling Proprietors Association of America