

## **Seminars customized especially for the Attractions Industry**

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

Are you eager to break free from blending in as just another organization in your community? Want to stand out and be truly *loved* by your customers and employees? In this seminar, we'll explore the power of hospitality and service excellence to transform your organization into a customer favorite.

Bob, with over 30 years of entrepreneurial experience in providing top-notch hospitality, will share his proven "Big 4" framework for delivering a Black Tie (or first-class) customer service experience.

#### **What you'll learn:**

- **Creating a Foundation of Hospitality:** Build a welcoming culture where everyone feels valued and appreciated.
- **Developing Standards of Excellence:** Define your organization's unique brand of service and ensure consistent delivery.
- **Enhancing the Experience through IMPACT Points:** See your organization through your customers' eyes to identify opportunities for improvement.
- **Transforming Customers into Brand Ambassadors:** Create unforgettable experiences that inspire your customers to become passionate advocates for your brand.

Discover how to turn ordinary customer interactions into extraordinary experiences that leave a lasting impression. Learn why people may forget good service but never forget exceptional hospitality. By combining these two elements, you'll create an organization where customers can't wait to share their positive experiences with others.

### **Becoming REMEMORABLE! (Transforming Average Service into Powerful Storytellers)**

Why do some organizations effortlessly capture the hearts and minds of their customers, while others struggle to stand out in the crowd? What sets these exceptional organizations apart?

In today's competitive landscape, it's no longer enough to simply provide good service. To thrive, organizations must create **memorable experiences** that leave a lasting impression. This seminar will equip you with the strategies and tools to elevate your hospitality and service excellence, transforming your organization into a customer-centric powerhouse.

In this seminar, Bob will share his research as he has talked to organizations like yours to learn about their efforts to boost loyalty, engagement, retention, and revenue, and to cultivate more



storytellers for their organization. You will discover some of the traits they have in common, like-

- **The Power of Rememorable Experiences:** Discover how exceptional experiences drive member/customer loyalty, and referrals, and create Brand Ambassadors.
- **Building a Culture of Excellence:** Learn how to foster an organizational culture that prioritizes hospitality, service excellence, and employee empowerment.
- **Balancing Technology with Human Connection:** Explore how to leverage technology to enhance customer experiences while maintaining the warmth and authenticity of human interaction.
- **Measuring and Improving Hospitality:** Learn how to focus on the importance of ROR (Return on Relationships) measuring the impact of key soft skills that can help create a stronger ROI for organizations, which leads to growth, innovation, and revenue

Join us as we delve into the secrets of creating unforgettable and rememorable customer experiences. You'll gain valuable insights and practical tools to elevate your brand, foster loyalty, and drive business growth.

### **The Five Pillars of Hospitality** (to build Loyalty, Retention, and Revenue)

How often does your brand get talked about? When people talk about your organization to others, do they become passionate storytellers, sharing their positive experiences? Customer service is undoubtedly important, but it's not enough.

To truly captivate customers and turn them into brand ambassadors, you need to master the art of hospitality. While customer service brings people in, hospitality is essential as it keeps them coming back. By focusing on the emotional connection and personalized experiences that hospitality offers, you'll create a lasting impression and foster customer loyalty, retention, and revenue growth. And you'll discover these 5 Laws of Hospitality and how to apply them to your business and transform your customers from a "state of satisfaction" to a "state of loyalty".

Don't miss this opportunity to transform your organization's customer relationships and unlock the full potential of hospitality.

The 5 Pillars of Hospitality are -

- **Connect**
- **Engagement**
- **Trust**
- **Appreciation**
- **Wow**

## **Busting Myths on Employee Recruitment and Retention**

Are you ready to discover fresh opportunities for building stronger teams and reducing turnover? In this interactive seminar, we'll debunk the myths and uncover proven strategies for attracting and retaining top talent. Just like the popular TV show MythBusters, we'll put common misconceptions to the test and reveal the truth about:

- **Employee Experience:** Learn how to create a positive and engaging work environment that fosters loyalty and productivity.
- **Workplace Culture:** Understand the importance of a strong company culture and how to cultivate one that attracts and retains top talent.
- **Hiring, Onboarding, and Training:** Discover effective strategies for finding, welcoming, and developing exceptional employees.
- **Soft Skills:** Explore essential soft skills employees need to succeed in today's workplace and how to develop them.
- **Leadership:** Learn how effective leadership can drive employee engagement, satisfaction, and retention.

Don't miss this opportunity to gain valuable insights and practical advice to build a thriving and successful organization. Gain a better understanding of the myths surrounding employee attraction and retention!

## **Igniting Selfless Leadership: A Spark for Organizational Success**

Are you ready to transform your leadership style and inspire your team to achieve new heights? In this seminar you'll uncover the eight essential "sparks" that distinguish transformational leaders from those who simply manage.

In today's high-pressure business environment, leadership often defaults to control, hierarchy, and metrics—leaving teams feeling undervalued, disengaged, and burnt out. But there's a better way. Selfless Leadership flips the script, placing service, empathy, and empowerment at the heart of organizational success. This seminar introduces a fresh framework built on timeless principles and practical wisdom, equipping you to lead with purpose and elevate those around you.

Through engaging stories, real-world examples, and interactive reflection, you'll explore eight defining traits that ignite trust, loyalty, and performance. These "sparks" aren't just soft skills—they're strategic tools that foster resilience, creativity, and a culture of excellence. Whether you're leading a small team or a large organization, these insights will help you cultivate an environment where people feel seen, heard, and inspired to give their best.

This experience is designed for leaders at every stage—from seasoned executives seeking renewal to emerging professionals ready to lead with intention. You'll leave with actionable strategies, renewed clarity, and a deeper understanding of how selfless leadership can transform not only your team, but your legacy.

**Would YOU do business with YOU?**  
*(Becoming your customer- what do you see?)*

Have you ever put yourself in your customer's shoes? When was the last time you experienced your business from their perspective? This interactive seminar will transform you into a customer, guiding you through the customer journey and highlighting the critical "Impact Points" that shape their experience, which may now be one of the most important elements in creating this first-class (or Black Tie) experience.

By understanding the little details that can make a big difference, you'll gain valuable insights into how your customers perceive your organization. From the moment they first interact with your brand to the after-sales service they receive, we'll explore how every Impact Point can influence their decision to do business with you.

Join us for this engaging and informative seminar to discover how becoming your own customer can transform your business.

**A Weeknight at the Museum Attraction!**

*(Building Loyalty and Revenue through Corporate Events)*

Over 1,000 meeting and event planners were surveyed about their preferred venues. The top answers were Hotels and Conference Centers, but the third most popular choice caught my eye— "Unique Venues." Why do over 50% of planners prefer unique venues?

Here are some of their reasons:

- "Your attraction is a great place to hold an event and serves as a draw."
- "Our company wants to support this community jewel."
- "We want our people to discover it so they can return with family and friends."
- "It's different and unique. We need that for our events."

Do you consider your attraction a unique venue? If not, you should. It's a fantastic opportunity to boost revenue and engage more clients. The key is speaking the language of companies, and that's where I come in.

Having worked with over 50 unique venues, I understand how to attract and retain corporate clients. Even a few events each month can significantly enhance your revenue.

**In this seminar, you will learn how to:**

- Identify six goals that meeting planners have when working with you.
- Speak the language of companies to attract and retain more meetings/events.
- Target the right types of events based on your available staffing.
- Discover four keys to setting your F&B apart from the competition.
- Think like your competition—it's not whom you think.
- Work smarter with sales prospecting, follow-ups, and closing.
- Tailor your marketing efforts to this specific market.
- Utilize open houses (and the blueprint for them).

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

### **IAAPA Expo**

**Visitor Experience Museum Group  
Conference**

**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**

Chaos Arcade- Washington State

**Wonderfly Arena, Baltimore**

Amusement 360 Conference

**Historic Hotel Association- Keynote Speaker**

Wyoming Tourism Conf. – Keynote Speaker

**Divine Events & Catering- Las Vegas**

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

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