

## Seminars customized especially for the Attractions /Museum 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 visitor 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)

Do you go above and beyond to make your customers, prospects, and community members feel more valued and appreciated? A challenge today is that we live and work in what can sometimes be described as an “Inhospitable” world, where Hospitality isn’t shown as much. We have the opportunity to change this narrative professionally and personally and create environments of welcome at any time and place.

People (and organizations) should strive to implement the five Essential Laws of Hospitality. While providing Customer Service can bring in customers, showing Hospitality... brings them back.

As you compete today in a very competitive landscape in your industry, these 5 Laws add value and purpose to the client journey and are also great laws to live by.

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**

## **NEW- Discover the Missing Link** **25 Ways to Show and Deliver Hospitality Today**

What is the Missing Link to creating more loyal customers and employees?

The answer to this question is more important than ever, especially as all of us compete to attract and retain the same people who are the buyers that want to feel valued and appreciated for the hard-earned money they spend.

The answer to this question helps organizations become “Rememorable” in the eyes of their customers. (*Okay, I know that’s not a word, but trust me, it will make sense!*) This can lead to growth in three critical areas of your organization- Loyalty, Retention, and Revenue.

The answer to this question doesn’t involve your product, your prices, or your promotions. It does involve a part that can bring you the most fulfillment, as well as the most challenges.

The answer to this question is based on Bob’s new book, and in this fast-paced seminar, he will reveal it and give you his ways to show and deliver Hospitality today.

The answer to this question will elevate your organization from a “just fine” level to that world-class (or Black Tie) level. If you want to stand out from everyone else, you need to know the answer to this question!

## **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 dive deeply into how these “impact points” affect how people see your business and the people that 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?".

## **NEW- How many owners do you have in your organization?** ***(The Importance of Ownership Service Today)***

The answer is more than you think, especially when taking ownership of your organization's Customer Service Experience daily. Everyone in your organization should be an owner when it comes to creating and implementing a first-class customer service experience.

Think about it, your customers or prospects may never meet the CEO or one of your Senior Leadership people. Rather, they may base their entire experience on whom they interacted with from your frontline staff or management.

How were treated? Did they solve the challenge or did they “pass the buck”? Did they stay in their silo, or did they collaborate with other staff to make sure the customer was taken care of and satisfied, even if it wasn't their job?

Your staff can be (and should be) empowered to take an ownership role when it comes to the customer service experience. In this seminar, you will receive actionable ideas and concepts on how to take ownership in customer service situations, regardless of your title. And you will discover the benefits of implementing ownership service. They are more important than you think for your business and your bottom line.

### **The sparks needed for a Selfless Leader**

How many people have a degree in Leadership? It's not a subject that most people get taught. In business, people are trained to be managers, not leaders. If they are taught about Leadership it probably centers around authority and power. So, the people working for managers are tired of being overworked, undervalued, and underappreciated.

There is another way to lead. And it focuses on Selfless or Hospitality Leadership.

The Gallup Study tells us that only 33% of employees are actively engaged today at work. That means 67% aren't. I believe this starts and stops with Leadership.

In this seminar, we will look at the eight sparks (or traits) that are needed to be a Selfless Leader that helps us focus on understanding that we are in the people business first, and foremost. Traits like trust, collaboration, and appreciation, which may seem to many as common sense, are not a part of the common practice for some leaders today. With these traits in place, everyone can become a stronger and more selfless leader.

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

### **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

### **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**

IAAPA, 2023

### **Catersource/The Special Event**

Buffalo Wild Wings- Franchisee

### **Evan Williams Bourbon Experience**

Ohio Society of Assoc. Executives-  
Keynote Speaker

### **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