Outlines of education sessions

**COMMUNICATE/BUILD/EXCELL Traditional Selling in Today’s Social Environment**

**Speaker: Dave Hamilton Bio, Photo-have these**

Purpose: Selling in Today’s World – Incorporating “Social” into the selling process

Content: This dynamic session focuses on the steps of a highly effective sales process and how to incorporate social media into the mix of a traditional sales interaction.  By giving associates turnkey techniques that improve the quality of their sales efforts, they will achieve sales goals and have the confidence to deliver the type of client experience that boosts profits. This mini-training based on Signature’s popular Client Centered Sales highlights a simple and straight forward, client-centered sales approach to achieve results.

WHO SHOULD ATTEND?

* Vice Presidents of Sales
* Directors of Sales
* Sales Managers
* General Managers
* Regional Managers
* Directors of Reservations
* Directors of Revenue Management

Some of the items to be covered will include:

* Establishing credibility and rapport within the first minute of a customer interaction
* When and how to incorporate social media into the sales process
* How to ask better questions and be a better listener
* How to maintain higher rates and offer alternatives
* Responding to issues, concerns and objections
* Gaining commitment that builds client loyalty
* Asking for the business at the right time and in the right way

**SEEK/CONNECT/BUILD Exhibitor’s Session-Connecting with the Hoteliers**

Panel: GM, Speaker, management company representative

Purpose: Give good direction to the Exhibitors on how, when, etc., to contact General Managers, Owners and Management Co. Executives for selling, presenting ideas and products.

Content: What to expect on first contacts, second, etc. the right questions to ask. What are the best leading questions, what to communicate about your company/product/service so you can get a meeting.

WHO SHOULD ATTEND? Any Exhibitor at the Annual Confernce

**INVENT/BUILD/IMPROVE Emerging Technology in Hospitality**

Speaker: Duane Roebuck, Blue Star **Bio, Photo**

Purpose: Bring the newest technology, in use today, to your hotel for your customers to use and to bring them back.

Content: How do you go about budgeting for these upgrades and add-ons, and how to implement them into your current systems, budget. Which to choose initially to entice visitors to stay.

* WHO SHOULD ATTEND?
* General Manager
* VP of Sales
* Sales Managers
* Inside Sales Managers
* Business Development Managers
* Regional Managers

**PLAN/EDUCATE/BUILD Breaking down Tough HR Issues such as ACA**

Speaker: **CPI Personnel Bio, Photo**

Purpose: Tackling Tough HR Issues such as ACA.

Content: We’ll have an HR specialist give up to the minute guidelines on what’s still to come in this arena, and how to be prepared.

* WHO SHOULD ATTEND?
* General Manager
* Director of Human Resources
* Business Development Managers
* Regional Managers

**BUILD/CONNECT/ADVOCATE Women in Lodging-Local to National involvement in Legislative Issues**

Panel: Vanessa Sinders, Kathyrn Burton, Michael Evans, Marie Gemelli-Carroll, Moderator **Bios, Photos**

Purpose: The power of WIL CONNECT on the Legislative Front Lines. Hear from local to national industry females give their take on issues, personal and professional advocacy.

Content:

1. Panelists give their perspectives of current issues, (to choose a couple)
2. What is the process to get involved Statewide and Nationally, opportunities, benefits, how you got involved at your level
3. Women’s future in legislative leadership roles
4. 4. Statistics- elected officials in city government, Ohio General Assembly, Congress. In the lodging industry, GM’s
5. Why WIL important to you and the association? What do you want WIL to look like tin the future?

WHO SHOULD ATTEND? any women attending the Annual conference

**IMAGINE/BUILD/CREATE Culinary Trends IN/OUT: And Multi-cultural Wedding guidelines and ideas**

Speakers: Bryan Wright, Anthie Constantinidis, and …………………..

**Bios**

Purpose: Trends in & out, local food sources, multi-cultural weddings

Content:

* Culinary Trends IN/OUT, new food trends in general, along with foods that are fading out; “How To” for unique, multi-cultural weddings. Learn what you can do with your resources and where you can get items you don’t have

WHO SHOULD ATTEND?

* General Manager
* Chefs
* Sales Managers
* Catering Managers

**LEARN/BUILD/REACH Student Session/Under 30 Gateway-Career Ladder and Realistic Goals**

Panel- Austin Ackerson, Holly Hollingsworth, Chad Pence, Travis Caldwell **Bios**

Purpose: Discussing the Hospitality Industry Career Ladder and other entry level questions

Content: Will have a panel of younger hoteliers from various types of properties and levels. We’ll have a Full Service, Limited Service, B&B, and a Food & Beverage Manager available to give their experiences in the most recent light of moving through this career ladder.

NOTES:

* Networking do’s and don’ts/how to be comfortable in an uncomfortable setting
* How did you secure your first job/how did you apply (online app, in person, referred, intern to entry level)?
* Negotiating salary and contract on first job
* What is the next position to advance your career? How do you take the next step? Who do you talk to such as supervisor or peers?
* Did you have a 5 year plan? Was it realistic? Is it/was it successful? Do you currently have a 5 year plan?
* When advancing your career or changing job positions did you stay with a hotel brand or management company? Or did you just look from job to job?
* Industry’s turnover rate as well as hotel’s changing ownership…how does it affect you personally and your job security?
* Job security in general
* Work/life balance
* Transitioning from college student to working professional
* Difference between full service, limited, B&B, etc. and the job opportunities
	+ Having more/less responsibilities due to size…having to wear multiple hats in smaller property
	+ Cultural differences

WHO SHOULD ATTEND? Under 30 GAteway “aged” attendees and students

**SEEK/BUILD/PROSPER Roundtables-Your Bottom Line Sprint**

Purpose: Have a variety of industry personnel in one room to inform on current products/services and updates, answer specific questions of hoteliers in a *quick visit* type of setting

Allied tables in Roundtable session: set 6 as MAX

**ELECTRIC ENERGY** Constellation **Healthcare-BWC** CareWorksComp

**Employment law** ICE Miller **Human Resources** CPI

**Electronic Payments** Heartland **FORECASTING** STR

WHO SHOULD ATTEND?

* Director of Human Resources
* General Manager
* Operations Managers
* Business Development Managers
* Regional Managers
* Account Managers
* Inside/Outside Sales Representatives

This is complete

**FIND/BUILD/RETAIN Tackling employee shortages, adding recruitment avenues**

**Speaker: John Campbell Bio, Photo-have these**

Purpose: Tackling employee shortages, adding recruitment avenues, then retention of the “good” employees

Session paragraph:

In any field, obtaining employees that are passionate about the role is a challenge. Keeping them passionate and energized may be an even larger challenge. In the hospitality field, there are many options that employees have to grow, stay passionate or move on. The session will focus on where to find talent at all levels, especially entry level and mid management, how to retain employees, and touch base on some key aspects of training and managing millennials, to help keep them passionate about the guest and the industry.

**Content:**

1. Guidance on where to currently find entry and mid-level employees to fill the shortages being felt industry wide.
2. Recruitment avenues to add to their arsenal.
3. Know what others are offering; Making sure you are competitive in the hiring market (reference OHLA’s Wage Survey)
4. Initial training to give a solid base to your new employee; and continued offers in training to keep them engaged.
5. Retaining “good” employees-The age old question is still being asked. Here we want to use new and updated tools and thinking to keep employees from hopping to the next hotel.
6. A message of “keep recruiting”, because new employees don’t always stay.

**Attendees:** The majority of attendees in this session will Hotel General Managers from small inns to mid-size properties, to the big branded properties. Both franchise properties and company owned and run. Some other management level positions such as Directors of Sales, HR, Catering, and Operations. A few Owners and Management Company personnel as well.

WHO SHOULD ATTEND?

* General Manager
* Human Resource Managers
* Regional Managers