



# The VIP Guest Experience

Success in the hospitality industry is first and foremost about service and a memorable guest experience.

Too often venues are amazing on the outside attracting guests, however, on the inside they do not meet or exceed the guests' expectation because the team are not connected with the vision and values of the organisation.

Instead the service is "lack lustre" from the lack of acknowledgement at the door, to the incorrect meal being served or missing out on entertainment all because the team didn't bother to communicate the information or didn't think it was their job!

Over the past two decades I have worked closely with the hospitality and gaming industry, being part of my clients' journeys for many of them over a decade and more. Through my detailed research I am able to share real life case scenarios from the industry focussing upon the importance of intentional leadership, team unity, building connections with your community while showing you how to break the mould of industry stereotypes.

This presentation whether it's a Keynote or a workshop looks at the "venue improvement journey", based on my second book *The VIP Principle – Discover how guest experiences drive long term growth and my ongoing research with the industry around the world.*