



Hospitality, Redefined

Where do we go from here?

Leah Weinberg

Color Pop Events

@colorpopevents



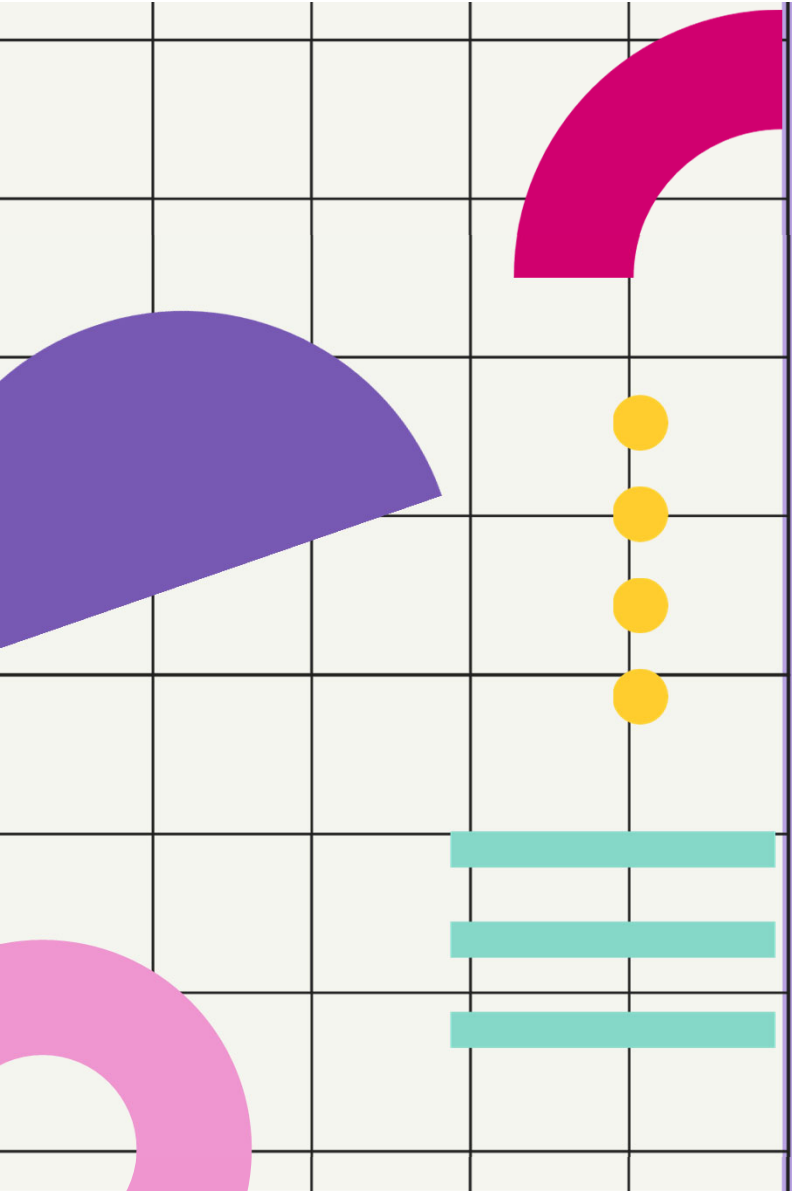


Authenticity

Connection



Hospitality



What Hospitality IS



Photo by Eileen Meny Photography

“Thank you for taking care of me and my family during the most important day of my life thus far. My family was so impressed by how smoothly the day went and how it felt like we were being taken care of by family members rather than hired professionals -- you will always have a special place in our hearts.”

What does
"hospitality" mean to
YOU?



Photo by Aurelia D'Amore Photography

“Hospitality is about compassionate, consistent consideration. It transcends the basics of ensuring the client's needs are met and reaches into a place of extreme awareness and heart-centered care that guests can count on without fail. To be a true hospitality professional, you need to show up with authenticity, communicate a clear message of empathy, and connect on a human level.”

-Aleya Harris, CPCE
Owner of Flourish Marketing



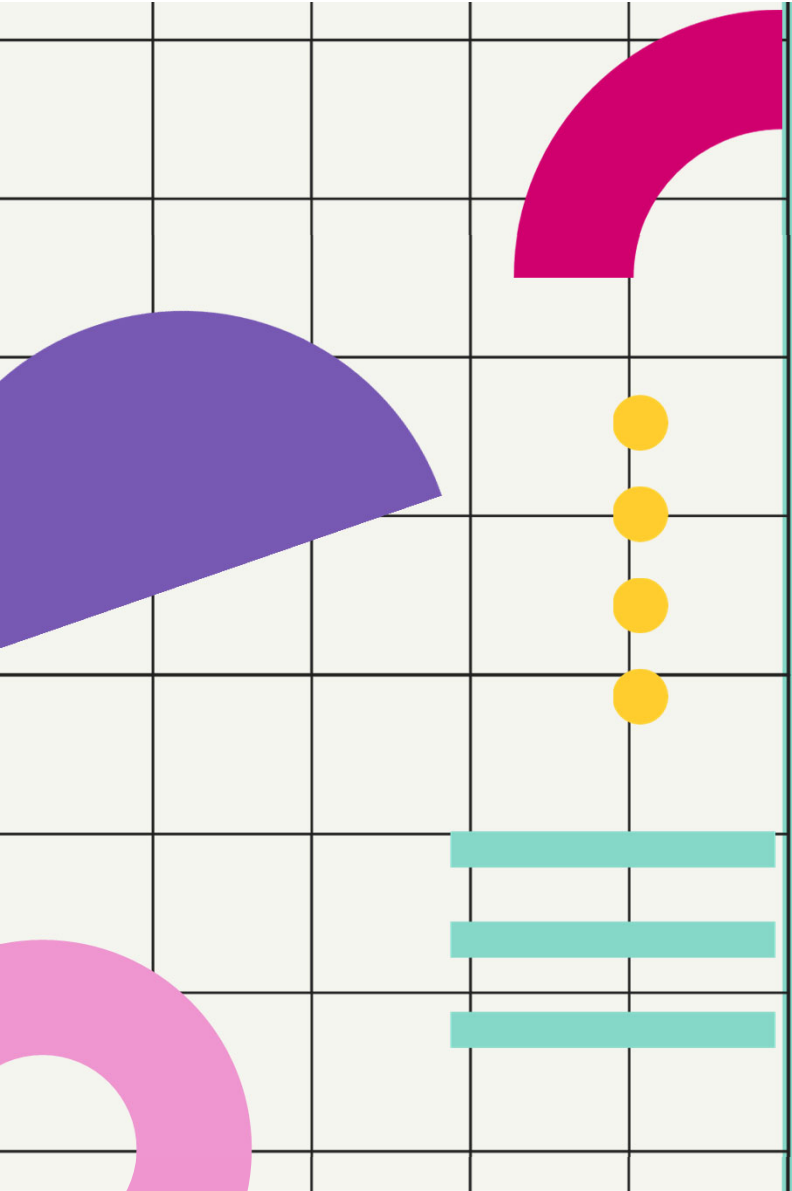
“To me, hospitality will always be the warm way we make our guests feel at every moment. We let guests know we are on their side, we have their back and we care about them. We are their "agent" for the short time we are together and will go above and beyond for them. That said, it's important to know your audience when it comes to providing warm hospitality. Gen-Zers and Millennials will most likely have different expectations than Baby Boomers. Is it Tea at The Plaza or slightly informal and less fussy? And finally, with everything going on in our industry including staffing challenges and rising costs of everything, honesty is always the best policy. We need to be authentic, sincere, friendly and kind-- now more than ever!”

-Ryan Corvaia,
Owner of Dish Food & Events

We Are Exhausted

(and grumpy, impatient,
etc.)



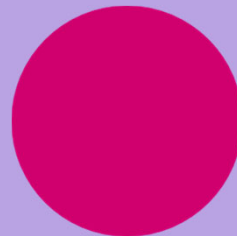


What Hospitality ISN'T

It's Not Just the Events Industry



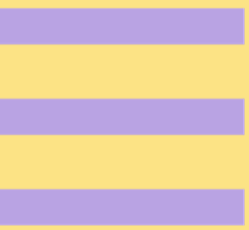
Restaurants




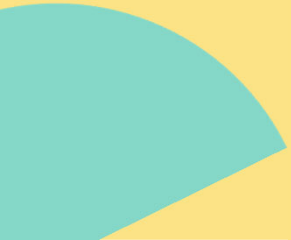

Airlines



Hotels



Why is everyone
being such a jerk
right now?

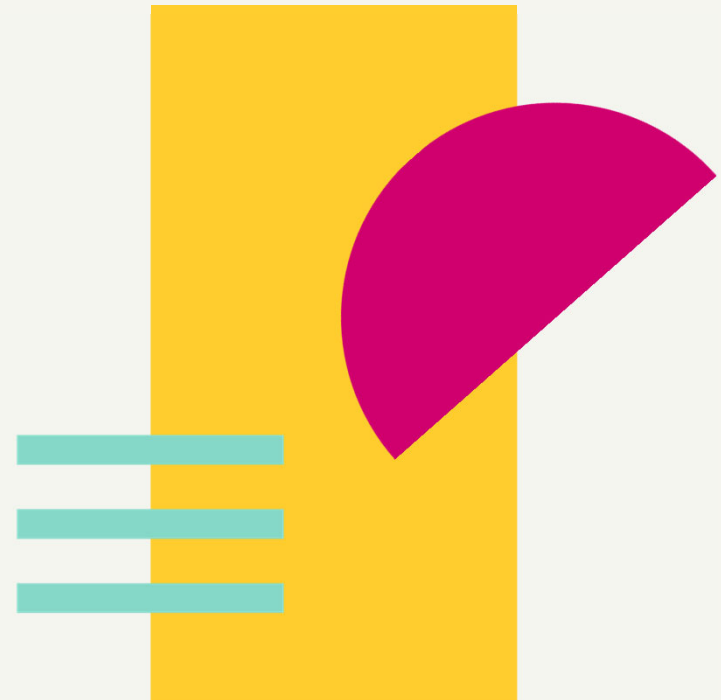


Entitlement:

the unjustified assumption that one has a right to certain advantages, preferential treatment, etc.*

*from

Dictionary.com





But it's not all
doom and gloom!

Here's how we navigate this new normal:



Set Client Expectations



Protect Ourselves Legally



Focus on Our "Team"



Establish Boundaries with Our Clients



Invest in Repeat Clients



We Have to Get a Little Selfish



Set Client Expectations

- Venue turnover
- Staff shortages
- Scarcity of materials
- Increase in costs
- Increase in events
- Realistic timing

Protect Ourselves Legally



Detailed description of services



Address future increases in costs



Harassment clause



Rescheduling, cancellation, and force majeure



Payment structure



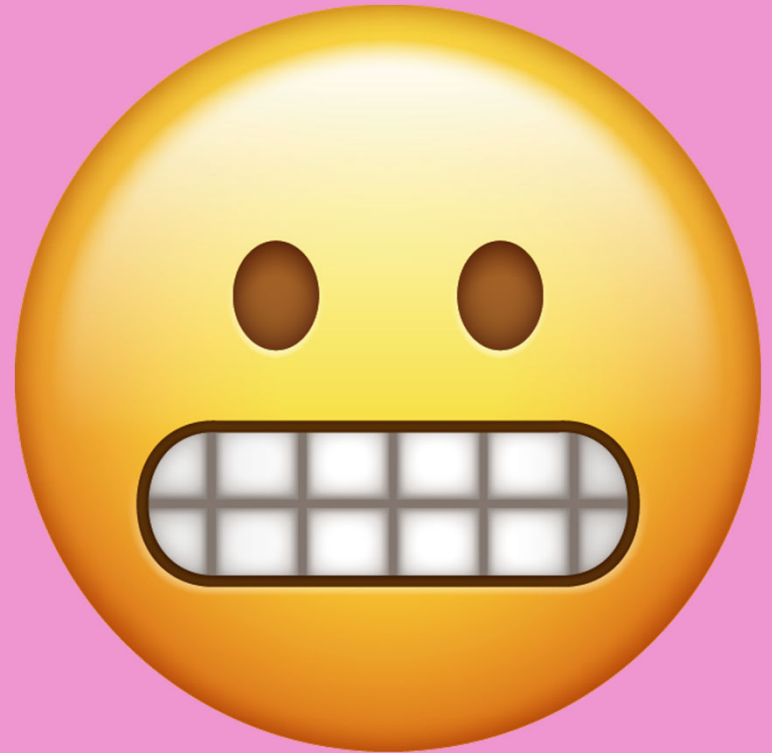
When it doesn't work out

Establish Boundaries with Our Clients

And stick to them!!!!

- Limit their access to you
- Stop going above and beyond
- Set expectations about response times
- Be honest about your workload

Get a
Little
Selfish



Focus on Your Team



Some
Thoughts on
Retaining
Repeat
Clients in this
Climate



When Things Go Wrong

- Whether or not it's your fault
- If it IS your fault
- If it's NOT your fault

What will make the client happy?



- They want to be heard.
- They want to vent their frustrations.
- They want an apology.
- They want a refund.
- They want the thing they paid for.

Hospitality today means
redefining hopsitality on your
own terms

Step Away or Pivot if Your Well-Being Requires It

Shift into a CEO role

Education

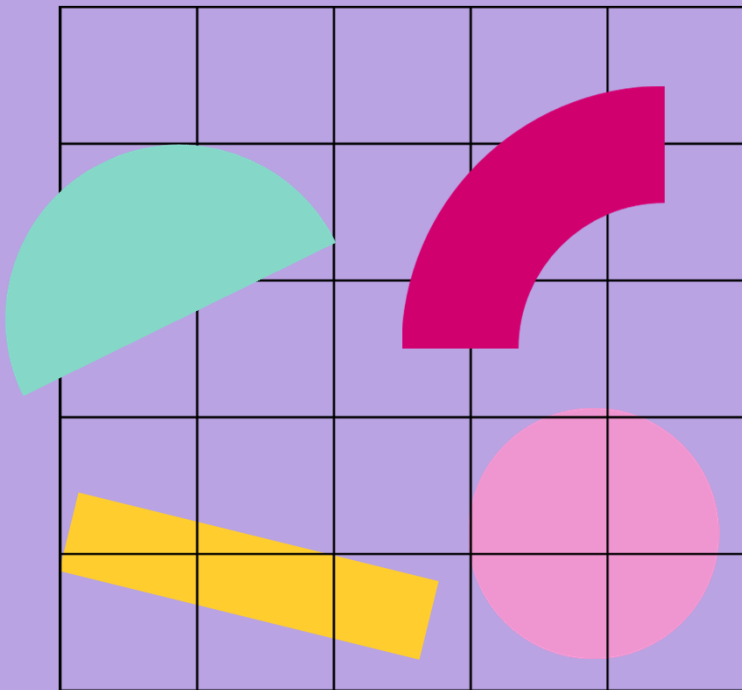
Products and Passive
Income

New job, same industry

Coach or Consult

Write a book!

You're Not Alone



Thanks for everything as usual!!!
Hopefully I'll see you sooner than
later. If you need a real life
model on the emotionally broken
shell that events turn your
planners into. I can come lay on
the floor of your presentation
while you talk around me. 🤔

Bwahahahaha



Message



Q W E R T Y U I O P

A S D F G H J K L

Let's Keep the Conversation Going!



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Instagram/Facebook/Pinterest/Twitter