



## **2019 AHLA Partner State Association Seminar Series**

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### **Are Your Employees an Asset or Liability?**

**(2 hour seminar)**

**Presented by: Andria Lure Ryan, Fisher & Phillips LLP**

Human Resources are a valuable asset, but employee relations and legal concerns can overwhelm even the smallest property. In this session you will learn how to recognize and remedy the most common wage and hour violations, practical tips to accommodate employees' religious beliefs, disabilities and pregnancy-related limitations and how to handle transitioning and transgender employees. We will cover the policies and procedures every property needs to implement to properly address discrimination and harassment, criminal background checks, sick leave, scheduling, social media and marijuana use, among others. We will have a timely discussion about how to prevent and respond to discrimination and harassment complaints and avoid becoming the next #MeToo employer.

### **Hospitality Employment Law Trends that Impact Your State**

**(2 hour seminar)**

**Presented by: Andria Lure Ryan, Fisher & Phillips LLP**

The last few years have brought major changes to the legal landscape for employers. This session will address important issues facing hospitality industry employers from the standpoint of national and state employment laws and trends and how to consider these issues in your own state. Topics will likely include: pay equity and harassment laws, arbitration agreements and class action waivers, contractors and joint employers, medical and recreational marijuana laws, and immigration enforcement trends. The session will be tailored accordingly.

## **Mastering Hospitality Communication – Creating a Blended Learning Approach**

**(4 or 8 hour seminar)**

**Presented by: Brian Williamson, Q-principle**

Today's generation has changed the way they choose to learn and be mentored, and with these changes we must find new ways to train. Blended learning techniques are definitely the newest way of learning however if not conducted in the right form the message can be lost in translation. This high energy and thought provoking program sets the tone by addressing real-time and pressing subject matters with prospective and gratitude.. It can be seen as the 'DNA' of peoples behaviors and sets the stage to connect thoughts with emotions as it relates to life, service, creativity and team cohesiveness. We include lots of audience participation, role-play and group learning components into the education platform. The program delivers industry specific content based on real stories and personal motive – family, life balance and self-appreciation. The program includes the "Top 5 behavioral strategies for success" and is enhanced with "make me feel good" components to sets the target for what we are striving for when challenging the audience to challenge themselves.

## **Establishing Your Personal Brand**

**(3 hour seminar)**

**Presented by: Dahlia El Gazzar or Tess Vismale, CMP, DES**

Today, the majority of us have a personal brand – whether it may be a LinkedIn profile, your social media accounts, your blog, your own website, or something else entirely. Properly establishing your personal brand can open up many opportunities, so this session is designed to help you do just that.

- Evaluate your LinkedIn profile and receive tips for an extreme LinkedIn Profile Makeover
- Explore social media management platforms that help you stay updated on your social media without spending hours on each site
- Receive guidance on defining your personal voice
- Create your own personal brand content calendar

- Learn simple ways to keep up with it all!

**Boost Your Productivity – Tech Tools to Help  
(6 hour seminar)**

**Presented by: Dahlia El Gazzar or Tess Vismale, CMP, DES**

In this interactive hands-on workshop we will share apps, solutions, workflow ideas, tips and tricks on how to successfully go paperless and be more productive – without losing a single detail! Bring back a great list of apps that you can share with your team back at the office.

We'll also explore platforms such as Evernote, which can help you capture all your event details in one spot and be the ultimate team collaboration platform. Make your mission in 2016 to become totally paperless and more productive than ever before and join this session!

- Master your tablet with tips & tricks as well as hands-on guidance
- Transition your documents and implement tools to help you go paperless
- Explore and implement new productivity apps and solutions with confidence
- Discuss with your peers how and what they use when it comes to being paperless and boosting productivity

**Conflict Resolution: Let's Clear the Air!  
(1-4 hour seminar, Can be modified as needed)**

**Presented by: Judy King, Quality Management Services, LLC**

As much as 60% of your time can be spent dealing with conflict...or the consequences of avoiding it or addressing it ineffectively. Conflict is going to happen, even in the best of organizations or relationships. How well are you prepared to deal with it?

You will learn proven methods of functionally handling conflict, rather than avoiding it and allowing it to escalate so that it decreases morale and productivity. Improve your conflict resolution skills by applying the simple, yet effective, techniques and methods presented in this session.

- Appreciate the benefits of conflict
- Identify the real reason(s) for the conflict
- Intervene early, before it becomes more difficult to address
- Initiate and self-facilitate conflict resolution one-on-one
- Facilitate the resolution of conflict between others

**Simply Service**

**(1-2 hour seminar, Can be modified as needed)**  
**Presented by: Judy King, Quality Management Services, LLC**

Creating positive interactions and relationships with customers is possible through consistently giving exemplary service. Simple, yet highly effective means of meeting and exceeding the customer's needs, even when things go wrong, are introduced in this interactive session. Participants will learn how to:

- project a positive, caring service attitude
- meet criteria guests use to evaluate service quality
- practice steps of service in exemplary guest interactions
- anticipate guest needs and build trust
- solve problems quickly and efficiently using a four-step method

**Embracing Change**  
**(1-2 hour seminar, Can be modified as needed)**  
**Presented by: Judy King, Quality Management Services, LLC**

You can thrive in our ever changing world by embracing change and being an effective change agent for the organization. Explore how to create and manage change positively and inspire the desire to change in others through proven strategies and techniques you can readily apply.

- Identify the stages in making significant change and what to expect during each stage
- Identify driving and resisting forces to change
- Anticipate and respond effectively to feelings expressed during the change process
- Determine the key attributes of resilient people and their associated behaviors
- Practice specific strategies in taking a positive approach to change

**Selling Against Online Travel Agencies (OTAs)**  
**(4 or 8 hour seminar)**  
**Presented by: Signature Worldwide**

It is costing hoteliers 20-30% of their average rate every time a guest books through an online travel agent – and many times your front desk agent may have had the chance to make the reservation directly. Don't send those callers online – capture them directly and save the fees!

Are OTAs taking too much of your hotel's revenue? In this class, participants will learn what OTAs are and their purpose in the market place. The course will explore the OTAs that exist and the financial impact of the OTA model on booking revenue.

- Identify the differences between the retail, merchant and opaque OTA models
- Understand the actual costs affiliated with each model and the impact on the hotel ADR
- Understand the pros and cons for travelers who book via OTAs
- Learn a method to convert callers from booking online to booking direct
- Practice a process to encourage direct booking by in house guests

**Safety, Security, and Liability in Hotels**  
**(1-4 hour seminar, Can be modified as needed)**  
**Presented by: Tyra Hilliard, PhD, Esq, CMP**

Hosting meetings and events is risky business for hotels and other venues. It is important for hotel and venue staff to consider the legal landscape when setting policies and procedures, responding, and documenting issues. In today's litigious society, if something goes wrong, it is often the hotel that ends up in the hot seat—whether because of perception or deep pockets. In this session, we will discuss long-standing issues like injuries and alcohol liability as well as newer issues finding their way to court more often like food allergy liability and food donation. You will leave this session with a better understanding of how what you do can affect the hotel's overall liability when something bad happens.

- Evaluate policies and procedures to ensure that they reflect due care and due diligence.
- Consider both the liability risk and the potentially life-saving aspects of response measures like in-house automated external defibrillators and epi pens.
- Discuss the ever-expanding reach of the Americans with Disabilities Act and what it means when responding to guest requests.

**Negotiating Group Sales Contracts—Understand the Law Behind the Language**  
**(1-4 hour seminar, Can be modified as needed)**  
**Presented by: Tyra Hilliard, PhD, Esq, CMP**

The better you understand the law as it relates to the clauses in your group sales contracts, the better you can justify your negotiating position. Meeting planners often complain about hotel sales managers who dismiss attempts to negotiate, saying only “it’s our policy” or the “lawyers say we can’t change this.” This is why so many planners are creating their own contracts for hotels to sign. In this session, we’ll take some of the most contentious clauses and discuss the law behind the language from both hotel and planner perspectives. Better informed negotiations earn trust, which leads to more business. And that’s good for everyone.

- Never again settle for “because our lawyers said we had to” when discussing a contract clause.
- Justify contract requirements or restrictions by understanding the law behind the language.

- Be able to balance the legal risk and requirements of clauses to come to an acceptable compromise on even the most challenging contract clauses.