



Master Connection
Associates

PRESENTED BY:

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EMEA

BE CLEAR.

BE CONSISTENT.

Critical Success Factors: *A Hospitality Context*

BE CLEAR

Message to the market = *Articulation*



2013 HOSPITALITY TRENDS

- **Distribution** Channel Management
- Content and **Social Media** Marketing
- Shifting Focus to **Direct Bookings**
- Investing in **Visual Media**



2013 HOSPITALITY TRENDS

- Emphasizing a quality ‘Experience’
- Offering high quality food
- International & emerging markets focus
- Responding to shifting segments



THE MARKET TODAY...

- Has high expectations
- Has choice like never before
- Is educated about you and your competitors – *likely better than you are*



BE CLEAR
BE CONSISTENT

THE MARKET TODAY...

- Wants to know what you will do for them – **specifically**
- Wants consistency
- Wants everything easy
- Still wants **Value** for Money



CLARITY OF YOUR MESSAGE

- **Your position** in the competitive landscape
- Strategies to address **demand fundamentals**
- Strategies to highlight *Unique Selling Points* and **competitive advantages**
- Consistent and clear language in sales and marketing channels

Answer the question: **why my brand?**

BE CONSISTENT

TOP DOWN ALIGNMENT

Brand standards

Social media and marketing

Sales focus and strategies

Custom ideas

Offers by market segment

Service delivery

Food delivery

Signature offers

Staff implementation and
'buy in'

Leadership that
embraces the message

SUCCESS MEANS THAT:

Leadership team has to be 'on board'

Internal messaging has to be **as clear** and **as consistent**

- Strategies to implement and deliver
- Success matrix by department

BE CLEAR. BE CONSISTENT.

Sounds Easy...

Yet... Difficult to Implement

This requires...

- Team Alignment
- Focus and articulation at every level and with every segment!



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Thank you!

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