



Presented by the Watkins Glen Area Chamber of Commerce

Tuesday, May 23, 2017

Watkins Glen Harbor Hotel • 16 North Franklin Street • Watkins Glen, New York

The Watkins Glen Area Chamber of Commerce Tourism Taskforce is pleased to present the TALES Hospitality and Customer Service Training! This action-packed day of informative seminars will focus on the keys of providing great customer service. Attendees will leave with the tools that they need to provide a welcome and opening neighborhood for visitors.

There are three key objectives of this training:

1. Going above and beyond to offer stellar customer service. Each presenter will build their session around the topic provided and tie that topic back to how it directly impacts the individual's ability to provide great customer service and hospitality.
2. Education on the region and the importance of tourism as well as pride in our area and all that we have to offer. This training will remind tourism and hospitality partners in the region of the importance of having pride in our region, being educated on what is available, and being able to field customer inquiries and questions such as, "What is there to do around here?" or "We've done Watkins Glen State Park, how what?"
3. Techniques for dealing with (and recovering from) problem customers and managing stress related to providing stellar customer service.

8:30 – 9:00am Registration & Heavy Continental Breakfast

9:00 – 9:05am Welcome: Rebekah Carroll, President & CEO, Watkins Glen Area Chamber of Commerce

9:05 – 9:15am Overview of Tourism in Schuyler County: Brittany Gibson, Tourism & Marketing Manager, Watkins Glen Area Chamber of Commerce



Where do we stand today? What do we have to offer? Provide a quick overview of the way our region has developed into one of the premier tourism destinations in the state, the nation, and across the globe. Answer the question: how do we maintain (and grow) our status in a fast-growing and highly competitive travel marketplace?

9:15 – 9:50am

Keynote: Gavin Landry, Director of Tourism, I Love NY

The importance of tourism at the local and state level. How a positive visitor experience translates into dollars and cents. We are all connected – how positivity, enthusiasm, and great customer service creates a successful local, regional, and statewide economy.

10:00 – 10:50am

The Basics of Great Customer Service: Brandon Seager, Chair, Wine Making, Tompkins Cortland Community College

Key components of excellent customer service and the behaviors that will exceed patrons' expectations. Learn how inattention to these key components will result in a negative customer perception and experience.

11:00 – 11:50am

How to Maximize Customer Experience: Mike Sullivan, Hill Top Inn

What obstacles are there to providing great customer service? Are they personal, organizational, or natural? How do you work around those obstacles to offer full accommodation of your customers?

12:00 – 12:50pm

Lunch

1:00 – 1:50pm

Reading Customers and Gauging Their Satisfaction: Evey Collins, Regional Sales Representative for Swedish Hill, Goose Watch, and Penguin Bay Wineries

Learn how to read your patrons for the purpose of exceeding their expectation levels and stopping trouble before it starts. Interpret body language and subtle cues, listen for changes in tone of voice as a precursor to verbal communication (positive and negative).

2:00 – 2:50pm

Empower Yourself for Customer Interactions: Judy Rowe, Judith Rowe Consulting

Sometimes no matter what you do, you simply cannot satisfy a customer. Learn how to turn these negative situations around to your best ability. Learn tactics for dealing effectively with even the most difficult patrons. Equally important is knowing how to recover quickly from verbal attacks and difficult customers. Learn some techniques for how to clear your mind, put the negative behind you, and return to service.

3:00 – 3:50pm

Hospitality is Hard Work! Stress Reduction and Keeping It All Together: Sue Silhan, Selah Yoga & Music

When you work in hospitality, you are "on" all the time in what can be (and often is) a very stressful environment. Learn some key techniques for easing tension and focusing on the "here and now" in order to offer the best possible customer service to those who visit your establishment.

4:00 – 4:50pm

A Goal Without A Plan Is Just A Wish... Let's Make It A Reality! A Plan for Self-Improvement: Scott Merrick, Signature Worldwide



Now you have the tools and techniques to become a five-star hospitality professional, but how do you put it all in action? In this session you'll create a personal action plan with both short- and long-term goals for improving your customer service skills. This individualized plan can serve as a reference and assist you and your business as you strive to exceed customer expectations. After the conference you can also use it as a benchmarking tool for measuring your success.

5:00 – 5:15pm

Closing Remarks

