

Tips & Thoughts: Events, Marketing & Staff

Assess your current AV equipment

Do you have strong wifi around the property? Do you have equipment onsite?



Data Capture

Capitalize on the event registration and room bookings to find new markets to advertise to.



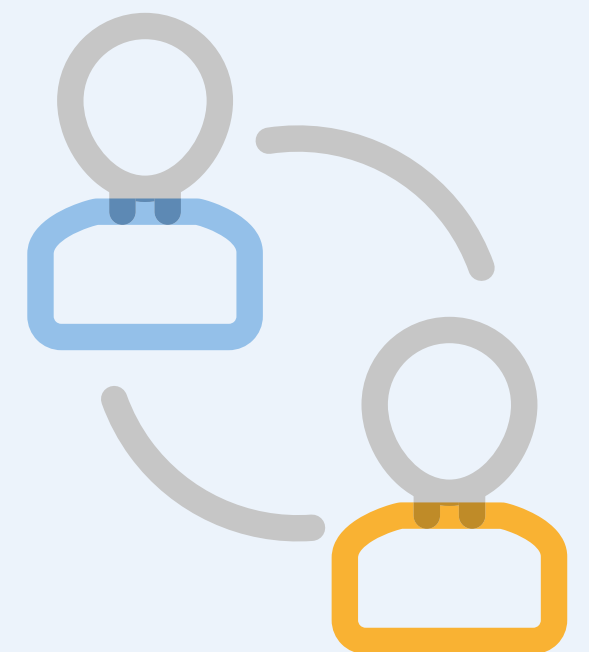
Is your staff ready?

Have someone onsite who is well versed in technology and trouble shooting.



Create Partnerships

If there was ever a time to offer added value, it is now. Partner with other local attractions, retailers, hotels to offer packages, specials and perks for your guests



Evaluating your budget

If your AV set up is dated or lacking consider moving funds from traditional in person meeting expenses to technology



Positioning yourself in the new market

Know what you have available and sell it, or if you are adjusting to the new idea of hybrid events highlight your efforts

