

Member showcase: The Westin Indianapolis Holds Post-Event meeting

THE WESTIN INDIANAPOLIS

The Westin Indianapolis prides itself on staff meetings that include training taught by our experts – ourselves! The events team took this opportunity to use some of what Rebecca learned at the ESPA Annual Conference in Austin, Texas in January. Phil Gwoke with Bridgeworks presented at our Keynote Address - ‘From Handshake to Hashtag: How to Engage the Youngest Generation’. We took key points from his session and applied those learnings to our own hotel and how to work with guests of various generations. For instance, Baby boomers are motivated by money and recognition. They like to feel valued. SPG (Starwood Preferred Guest) recognition and appreciation for these guests choosing our hotel would likely go far! These guests will also appreciate having their title recognized (Doctor, etc.) When things go wrong, they prefer honest face-to-face communication. Call or e-mail if necessary. This session was very enlightening especially to those front-of-the-house associates who have every day interaction with various generations. We hope that our session was as informative for them as it was for us! You just never know what generation you might be dealing with and they all have special ways to exceed their expectations.