



It all starts with you.

2019 Training Schedule

Trainer:

Hospitality Excellence, Inc.

Course Description:

This fast-paced interactive class is designed to help us reach our goal of providing an outstanding service for visitor and resident in Broward County.

Competencies:

- Interpersonal Communication
- Teamwork
- Cultural Sensitivity
- Positive Attitude

Learning Objectives:

- Recognize and demonstrate the "5 Standards of Service Excellence"
- Effectively use communication techniques to influence customers and build rapport
- Apply the HEAL methodology for diffusing difficult situations and angry customers
- Gain insights on the many ways a positive attitude impacts customer/provider interactions

How Participants Will Benefit:

- Knowledge of the guest experience "chain of events"
- Ability to make an ordinary customer experience extraordinary
- Improved communications between internal and external customers

Cost:

FREE (no-shows will be billed \$99) **ONLINE**
RSVP REQUIRED: sunny.org/rsvp Walk-ins not allowed

Audience:

Open to and Broward County hospitality team member, manager or owner

Delivery:

Interactive small and large group activities and discussions, TouchPoint, video experience, customer scenarios, role-playing exercises

Dates:

- Wed, Sept 11 (1-4:30pm)*
 - Wed, Nov 6 (1-4:30pm)*
- *Optional FREE Self-Guided Tour: 10am-12:30pm
*Registration: 12:30pm

Location:

Museum of Discovery & Science
Learning Center 1 & 2
401 SW 2nd Street
Fort Lauderdale, FL 33312
mods.org

Directions:

I-95 to Broward Blvd. East on Broward Blvd. to SW 5th Ave. FREE Parking with Parking Pass available with final confirmation.

RSVP online at sunny.org/rsvp

GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU
101 NE Third Avenue, Suite 100, Fort Lauderdale, FL 33301 ~ (954) 765-4466

PURPLE PALM HOSPITALITY TRAINING AND CERTIFICATION PROGRAM

We envision Greater Fort Lauderdale as a vacation, conference, and event destination authentically welcoming all consumers to our community – regardless of sexual orientation or gender identity.

The Purple Palm program certifies leading hospitality and retail businesses that meet a specific level of gender and orientation inclusivity and awareness in their customer service.

The GFLGLCC—Greater Fort Lauderdale LGBT Chamber of Commerce works with YES Institute to provide interactive human relations training for all business staff and management. Both training and implementation of an all-inclusive policy is a requirement for our Purple Palm certification.

YES Institute's 90-minute training provides unique tools and knowledge to service professionals so that all visitors, guests, and employees have the experience of being welcomed and acknowledged as their authentic selves.

THE TRAINING INCLUDES:

- Reflection and inquiry on the topics of gender and orientation
- A review of tourism research of what consumers in this demographic are seeking from the businesses they wish to patronize
- Interactive Q&A with consumers about their consumer experiences
- Role-play exercises to resolve customer upsets

Please contact Keith Blackburn at the GFLGLCC—Greater Fort Lauderdale LGBT Chamber of Commerce for further information at Keith@gflglcc.org

