

# Event Hospitality: Creating a Culture of Caring

Liz Atwood

The Reinvention Center

Colorado State University

# Hospitality Matters

- Before the Event
- During The Event
- After the Event
- All the Time

# ▶ Personal Emails

- ▶ Use names
- ▶ Ask a question
- ▶ Small gestures mean everything!

**Before the Event**

- ▶ **Form Emails**
  - ▶ **Use a name**
  - ▶ **Send from a personal account**
  - ▶ **Include your signature**

**Before the Event**

▶ **Assistants &  
receptionists will  
save your lives!  
Get to know  
them!**

**Before the Event**

▶ **Always confirm dietary requests with the guests directly.**

**Before the Event**



▶ **Know your types  
of Gluten-Free &  
try to confirm what  
your guest needs.**

**Before the Event**

▶ **Know the difference between vegetarian & vegan.**

**Before the Event**





▶ **Upgrade your  
hosted bar.**

**During the Event**

▶ **If you have lots of GF guests, serve a GF beer or cider.**

▶ <http://www.glutenfreesurvivalguide.org/gluten-free-diet-guide/gluten-free-alcohol/>

**During the Event**

▶ **Choose menus that make everyone feel accommodated.**

- ▶ **Healthy**
- ▶ **Ethnic options**
- ▶ **Protein replacements**
- ▶ **Label everything!**

**During the Event**

- ▶ **Use locally-sourced foods when possible, especially if you have campus resources.**

**During the Event**

- ▶ **Highlight campus, programs and student or local organizations you are supporting.**

**During the Event**



▶ **Follow up with  
expected guests.**

**Before the Event**

# ▶ Pay attention to pronouns

- ▶ Plural “they”
- ▶ \*e/ze/zir/xe/xir
- ▶ Alternating
- ▶ When in doubt, use a name!
- ▶ [Nonbinary.org](https://nonbinary.org)

**Before the Event**



▶ **Use the term  
“partner.”**

**Before the Event**





▶ **Ask for  
preferred titles &  
use them!**

**Before the Event**

▶ **People LOVE  
being recognized  
& getting personal  
greetings.**

**During the Event**

▶ **When in doubt,  
introduce yourself.**

**During the Event**

▶ **No matter how good a venue says their signage is, you need more.**

**During the Event**

▶ **No matter how easy a venue says parking is, it's not & someone key to the process is clueless.**

**During the Event**

▶ **Everyone on staff should ALWAYS know where the nearest restroom is.**

**During the Event**

▶ **If you are taking a bus or shuttle, count your guests every time you get on the bus.**

**During the Event**



► **Offer a  
Meditation/Digital  
Detox Room.**

**During the Event:  
Conferences or longer meetings**



▶ Offer optional chair yoga or “Yoga for the Workplace” sessions before or after the day’s events.

**During the Event:**  
**Conferences or longer meetings**

▶ **If offering a poster session, have a reception in conjunction with posters near bar & food stations.**

**During the Event:  
Conferences or longer meetings**

▶ **If you see someone standing alone, chat with them & find someone to introduce them to.**

**During the Event**



▶ **Use hotel amenities strategically.**

**During the Event**

- ▶ **Assemble gift bags of campus items to have on hand as “thank you” or “welcome” gifts.**

**During the Event**



▶ **Take care of yourself so you can take care of others.**

**During the Event**

- ▶ **Don't take your frustrations out on the poor undergrad student delivering bad news.**

**During the Event**



▶ **Follow riders to  
the last detail.**

**During the Event: Performers**



▶ Provide a “thank you” gift from your institution, like a travel mug or a sweatshirt.

**During the Event: Performers**

▶ **Provide  
newspapers &  
magazines in  
green rooms.**

**During the Event: Performers**

# ▶ **Green rooms should have**

- ▶ **Reasonably close  
access to a  
restroom**
- ▶ **A comfortable  
place to sit**

**During the Event: Performers**

▶ **Designate  
accessible  
seating for  
disabled  
attendees AND  
their guests.**

**During the Event**



▶ **Provide subtitles  
for any video  
shown for  
hearing  
impaired guests.**

**During the Event**

▶ **Add subtitles to event videos that are posted online afterwards.**

**During the Event**



▶ **Hire an ASL  
interpreter.**

**During the Event**

- ▶ **Place standing cocktail tables in the back of the room for guests who can't sit for extended periods.**

**During the Event**





▶ **Worship the  
almighty Thank  
You Note.**

**After the Event**



▶ **Express gratitude  
in all post-event  
communications.**

**After the Event**

▶ **Your job is literally anything that is going to improve an experience for guests and clients.**

**All the Time**

▶ **“I know this isn’t  
your problem,  
but I hope you  
can help me.”**

**All the Time**



▶ **“I don’t know,  
but I will find out.”**

**All the Time**



▶ **“Is there  
anything I can  
do to help?”**

**All the Time**



▶ **Google is your  
best friend.**

**All the Time**



▶ **Be willing to  
give your  
mobile number.**

**All the Time**



▶ **If you work on a college or university campus, your job is to educate & support students, no matter what your “job” is.**

**All the Time**



▶ **How do you  
create a Culture  
of Caring?**

**Hospitality Matters**