

Elevate Your Sales & Marketing Through Inclusive Practices

Cathy O'Connell

COJ Events



Cathy O'Connell, Dorry Winham & Maiha

20-Year Event Industry Business Owner
COJ Events, Inc.

Educator & Speaker

Hospitality Consultant

Business Longevity Coach

Hotel Junkie!

LGBTQ+ Member

WHO ARE YOU?

- Hotel Venue
- Other Event Venue
- Event Planners
- Creative Partners
- Other?





DIVERSITY & INCLUSION

The fact or policy of not excluding members or participants on the grounds of gender, race, class, sexuality, disability, etc.

FOCUS

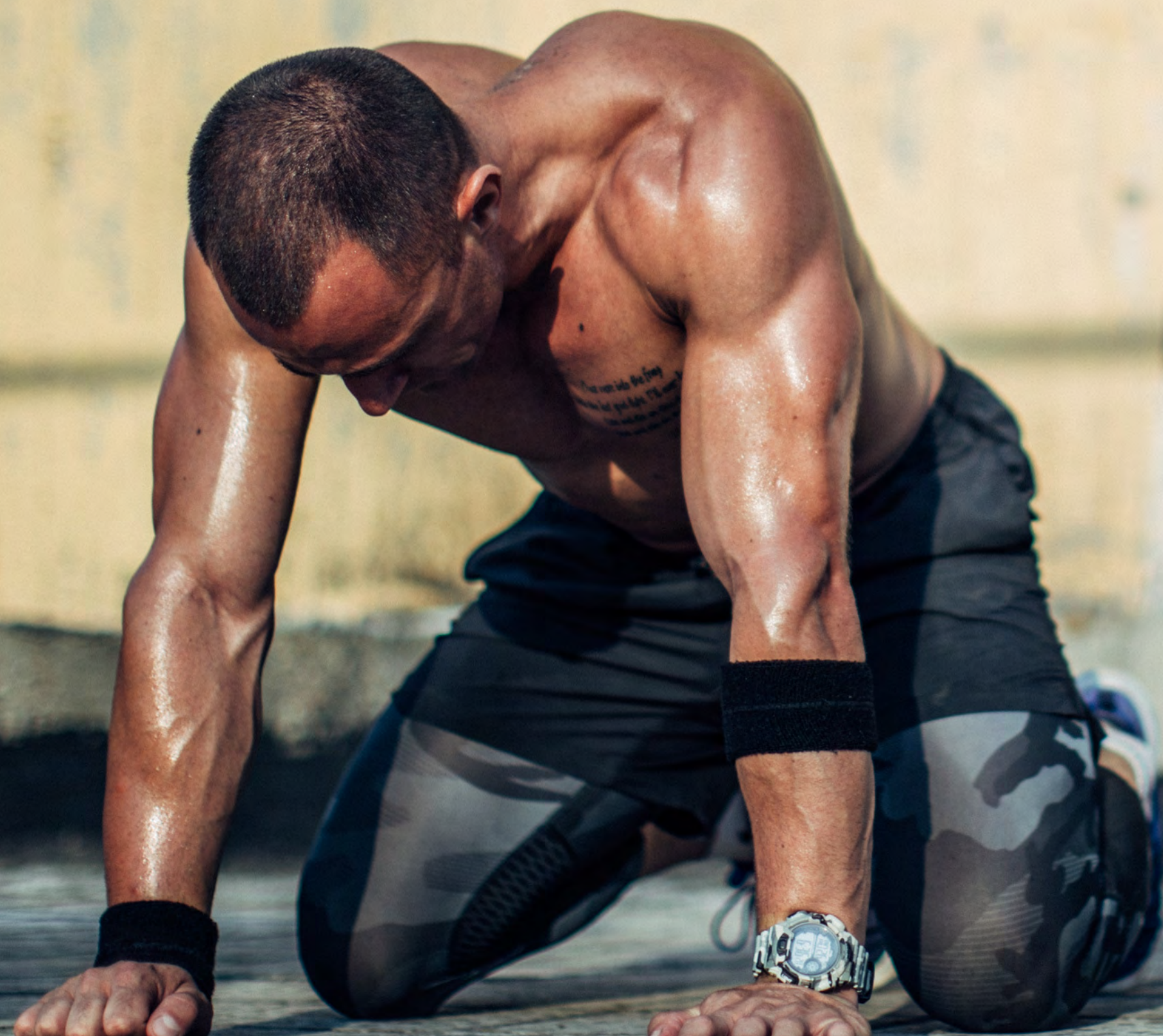


FOCUS

- The shades of diversity and inclusion in the hospitality space.
- What diverse guests WANT and EXPECT.
- Practices that elevate your guest experience.



YOUR JOB IS HARD!!



**LET'S MAKE
IT EASIER!**



LET'S MAKE IT EASIER!

- Gain knowledge of the expectations and desires of diverse guests and how to identify them.
- Develop an understanding of the nuanced approach required to support diverse guests and transform them into return customers.
- Create Action Steps for success both internally and externally.





SHADES OF DIVERSITY



SHADES OF DIVERSITY

- BIPOC
- LGBTQ+
- Cultural Diversity
- Religious Diversity
- Ability Diversity
- Age Diversity

THE IMPORTANCE OF INCLUSION

A pro-active, tightly managed
diversity and inclusion practice
will transform your business.





**IT'S THE RIGHT
THING TO DO!**



INTERNAL REWARDS

- Diverse Team
- Broader Hiring Pool
- Creative Expansion
- Dynamic Workforce



FINANCIAL REWARDS

- Better Bottom Line
- Broader Marketing Reach
- Creative Opportunities



EXTERNAL REWARDS

- Recognition
- Industry Press
- Awards

KNOWLEDGE

Know what your diverse guests
WANT, EXPECT, and DESERVE

Know what your diverse guests
EXPERIENCE WITH YOU AND YOUR TEAM

WHAT DO DIVERSE GUESTS WANT?



A photograph of four diverse women laughing and clapping together in front of a brick wall. The woman on the far left has dark hair and is wearing a white blouse and yellow pants. The woman next to her has dark curly hair and is wearing a red vest over a black top. The woman in the center has short dark hair and is wearing a light purple blazer. The woman on the far right has blonde hair and is wearing a grey sweater and dark pants. A large circular mirror is mounted on the brick wall behind them.

WHAT DO DIVERSE GUESTS WANT?

- Welcomed & Seen
- Not Seen as OTHER
- Accepted & Supported
- Easy experience

WHAT DO DIVERSE GUESTS EXPECT?



WHAT DO DIVERSE GUESTS EXPECT?



- Equality
- Recognition
- Diverse Options
- Creative Solutions

**WHAT HAPPENS
WHEN THEY
DON'T GET
WHAT THEY
EXPECT?**



GUEST EXPERIENCE

- Global Presence
- Communication
- On-Site Experience





GLOBAL PRESENCE

- Website
- Instagram
- Facebook
- Linked-In
- Press



GLOBAL PRESENCE

- Do Diverse Guests see themselves?
 - BIPOC & LGBTQ+
 - Cultural Diversity
 - Religious Diversity
 - Ability Diversity
 - Age Diversity



10 % SOCIAL MEDIA RULE

If potential clients don't see
themselves represented in at least
10% of your social media images,
they will keep looking.

COMMUNICATION





LANGUAGE

- Social Media
- Collateral Materials
- Venue Names
- Proposals, Contracts
- Phone Calls



YOUR VERBIAGE

- Couple - instead of Bride and Groom
- Wedding Party - instead of Bridesmaids and Groomsmen
- Parents - instead of specific title
- Wedding Processional - instead of Bridal Processional
- Getting Ready Room - instead of Bridal Room
- Wedding Show - instead of Bridal Show



YOUR MATERIALS

- What does your response email say?
- What does your voicemail say?
- Don't make assumptions based on their names.
- Ask pronouns!
- Verify the words on your intake questionnaire.
- What do your packages say?
- Review every word and then review it again!



ON SITE EXPERIENCE



HOW ARE GUESTS WELCOMED?

- What do you do to make guests feel welcome and accepted?
- How does your staff carry this through with all interactions?
- Does your staff know their names?
- Are amenities appropriate with correct names?
- Is everyone aware of diverse requirements?
- Are their preferences honored?



KNOW YOUR CORPORATE CLIENT

- What is the demographic of the group?
- What unique requirement do they have based on this?
- Do they have any dietary restrictions?
- Do they have any special needs?
- Are any of the planned activities restrictive?
- Create a plan to honor their requirements.



KNOW YOUR SOCIAL CLIENT

- What is their cultural or religious background?
- What is the demographic of the group?
- What unique requirements do they have?
- Do they have dietary restrictions?
- Do they need other venue spaces for other elements?
- Are there timing restrictions on activities?



DIVERSITY CONSIDERATIONS

CULTURAL MENUES

- Do you have choices?
- Are you inclusive?
- Are you flexible?



- # CULTURAL MENUES
- Do you have choices?
 - Are you inclusive?
 - Are you flexible?
- 



VEGETARIANS / VEGANS

- Where's the protein?
- Where is the creativity?
- Where is the fun?

NON-ALCOHOLIC OPTIONS

- Non-Alcoholic Beer & Wine
- Mock-Tails
- Reduced bar packages for non-drinkers





DIVERSE MENU FLEXIBILITY

- Mention in your promo that diverse menus are available.
- Allow kosher or religious outside catering.
- Provide alternate vegetarian /vegan offerings.
- Provide creative non-alcoholic options.
- Have an attitude of collaboration.

A close-up photograph of a gift box wrapped in dark, shimmering paper with a gold polka-dot pattern. A lit sparkler is attached to the box, with bright sparks radiating outwards. The background is dark with out-of-focus warm, golden lights.

ELEVATE YOUR GUEST EXPERIENCE

**WHERE CAN YOU ADD SMALL TOUCH POINTS
THAT ELEVATE YOUR GUEST EXPERIENCE?**



CAPTURE ATTENTION!

- Marketing & Social Media
- Staff Training
- Process Revisions
- Personal Touch
- Exceed Expectations
- Ask Questions
- Gracious Hospitality

CREATE MASSIVE SUCCESS!





Cathy O'Connell

www.cojevents.com

cathy@cojevents.com

310-795-7305

Education & Training

Event Planning

Hospitality Consulting

LGBTQ+ Inclusivity



SCAN ME