

# HOLLY STIEL PROGRAM DESCRIPTIONS

## **The Art and Science of the Hotel Concierge**

Holly provides workshops for companies, hotels, or associations interested in creating or enhancing their concierge services. Let the expert who wrote the textbook on the concierge profession, transform your business.

### **Topics include:**

- Overview of the profession
- Les Clefs d'Or—the international association of concierge
- How the concierge serves the Guest as well as Team Members
- How to set up a concierge desk (where to place it, who to hire, hours of service, job description, etc.)
- Establish the FAQ's and learn to answer them well
- Instruction in recommending itineraries and giving directions
- The values of the professional concierge
- Creating service standards
- Design a vision for the concierge in your property (how to organize both high tech and low tech solutions)
- The spirit of the concierge