

Texas Hotel & Lodging Association's 69th Annual Short Course

Conrad N. Hilton College of Hotel & Restaurant Management, 4800 Calhoun Road, Houston, TX 77204

Conflict Resolution

Learning the skills to resolve internal & external conflicts effectively is one of the biggest challenges in today's business world and is vital to success. This session provides you practical strategies in resolving interpersonal conflicts and helps you change your attitude and behavior so you can minimize conflicts altogether.

Controlling Alcohol Risks Effectively

Traces the history of third party liability, dram shop laws, techniques for serving alcohol, and the Texas alcoholic beverage law.

Customer Service

How to extend superior customer service to all guests; it is guaranteed not only to educate but to motivate your staff that customer service is a way of life.

Employment Law for the Hotel Industry

Learn about risk-free hiring and fearless firing, prevention of sexual harassment, and other hot employment issues.

Essence of Greatness

Experience the 'Silver Bullets of Greatness' and discover secrets to success. It could change the way you look at the world around you, and allow you to achieve a more fulfilling and meaningful life.

Food & Beverage

Examine the role of the F&B department in the overall marketing and profitability of the property, with emphasis on concepts of F&B controls, sales, creativity, presentation, and trends.

Hotel Law

Local & state legislative and regulatory issues that impact the day-to-day operations of hoteliers covering laws regarding use of the

local hotel occupancy tax to promote tourism, proposed state taxes & fees on hoteliers, and other anticipated initiatives at the state and local level that will impact your property.

Housekeeping/Engineering

Examines the importance of the working relationship between the housekeeping and engineering staff two of the most important departments at every hotel. Also explores valuable energy-saving tips.

How to Build a Front Line That Will Build Your Bottom Line

In the lodging business, there is no more important decision made everyday than who you allow in the door to help run your business and take care of your customers. This session delivers cutting edge, practical, proven tools, tips, and techniques you can put to immediate use to build a TEAM that will boost profitability, increases customer satisfaction, grow your business and just make going to work more enjoyable and FUN for everyone.

Interdepartmental Communications

Examine the importance of the working relationships between each of the staff departments, a critical component in smooth and efficient hotel administration.

Leading a Diverse Workforce

This interactive team building exercise simulates how employees with limited English speaking or writing abilities feel within our hotels. This course is designed to increase empathy for our employees and to discover effective tools for communicating and innovating delegating methods.

Positive Management for Positive Performance

In this dynamic and information

packed 90 minutes, find out how the companies voted "best places to work" do it. Then find out how you can apply the techniques in your hotel.

Revenue Management

Discover how to anticipate and influence consumer behavior in order to maximize revenue or profits, learn about forecasting, third party reservations, overbooking, how to best know your competition and potential guests.

Safety and Security as a Hotel Amenity

A critical segment of hotel administration; this session will cover the protection of the business and guests through security, safety, fire protection, and federal law compliance of the hospitality environment.

Social Media Marketing

Learn how to utilize social media marketing to increase traffic, sales, and optimize ROI by providing a means to gain and retain customers, and managing your reputation online.

Stand by Your Brand, Putting the WOW Back in Service!

Branding is more than an advertising buzzword—today, it is a business reality. The greatest taglines, logos, and marketing campaigns won't help you win and keep your customers if your employees don't support the company's core beliefs and brand promises. This program's focus is about ways of selling your company's(hotel's) brand to employees to create your unique culture with clarity, consistence, and continuity. Discover how living the brand translates into outstanding customer service that differentiates your business from the competition.