

# BCA Hospitality Best Practices

*Compliments of Geoff Passehl and Hospitality Sub-Committee*

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## Guest List (who to invite)

- Keep a running list throughout the year
- Utilize the Six Market Model (see attached)
- Think about the various values for each event and who fits that value. For instance, when thinking about a Hospitality Breakfast, become familiar with the speaker, their message and likely appeal.
- Develop your initial invite list of 25-50% more than your allotted seats. As not everyone will/can accept your invitation.
- Clients, prospective clients, centers of influence, vendors, referral sources, friends etc. who would be a great fit for the event. This is your hospitality, you pay for these seats with your membership, how will you take advantage, what relationship is valuable for you to spend time with?
- Think about your BCA Family, is there someone you've been trying to help, introduce a member to?

## Inviting Guests

- At least six (6) to eight (8) weeks prior to the event, connect with each of your invitees by telephone to describe the event and why you believe it will be a valuable use of his/her time.
  - “Are you around the morning of January 29<sup>th</sup>?”
    - If the answer is no, provide a short description of the event, and put them on the list for future events.
    - If the answer is yes, proceed to the following: I'd like to invite you to a very unique event that should prove to be a very valuable and enjoyable use of your Friday morning. In addition to visiting a great venue and getting a chance to get you connected with my other guests, the event will have approximately 200-250 other business leaders / business owners / well connected individuals within the Philadelphia business community in attendance. The event will prove to be a unique experience as it starts with a coffee hour wherein I'll likely make some great introductions for you. Then we'll all sit for breakfast and a more formal presentation. The event is usually emceed by Ron Jaworski, we highlight a local grassroots charity / social effort, and then the speaker will be \_\_\_\_\_. I thought you would like this because\_\_\_\_\_. Please let me know if you would like to be one of my guests and I'll get you registered.
    - Let them know they will get a registration confirmation and another email with directions and parking etc. when it gets closer to the event date. If they find they can't make it, tell them to let you know so you have a chance to still utilize the rsvp with another guest as the event is limited and the guests are selected by members. *(this places a value on the event and the invite and keeps people from blowing it off at the last minute)*

## Hosting Your Guests

- The day prior to the event, reach out to your guests and make sure they are comfortable with the details.
- If the guest has never visited the venue, provide them a quick lay of the land. Once you park, please text me so I know to keep a lookout for you. When you arrive at the entrance, you will check-in with

the BCA staff and obtain your credential. Coffee and juice is available for the first hour, during relationship building time, then we will be seated around 8am for breakfast and the program.

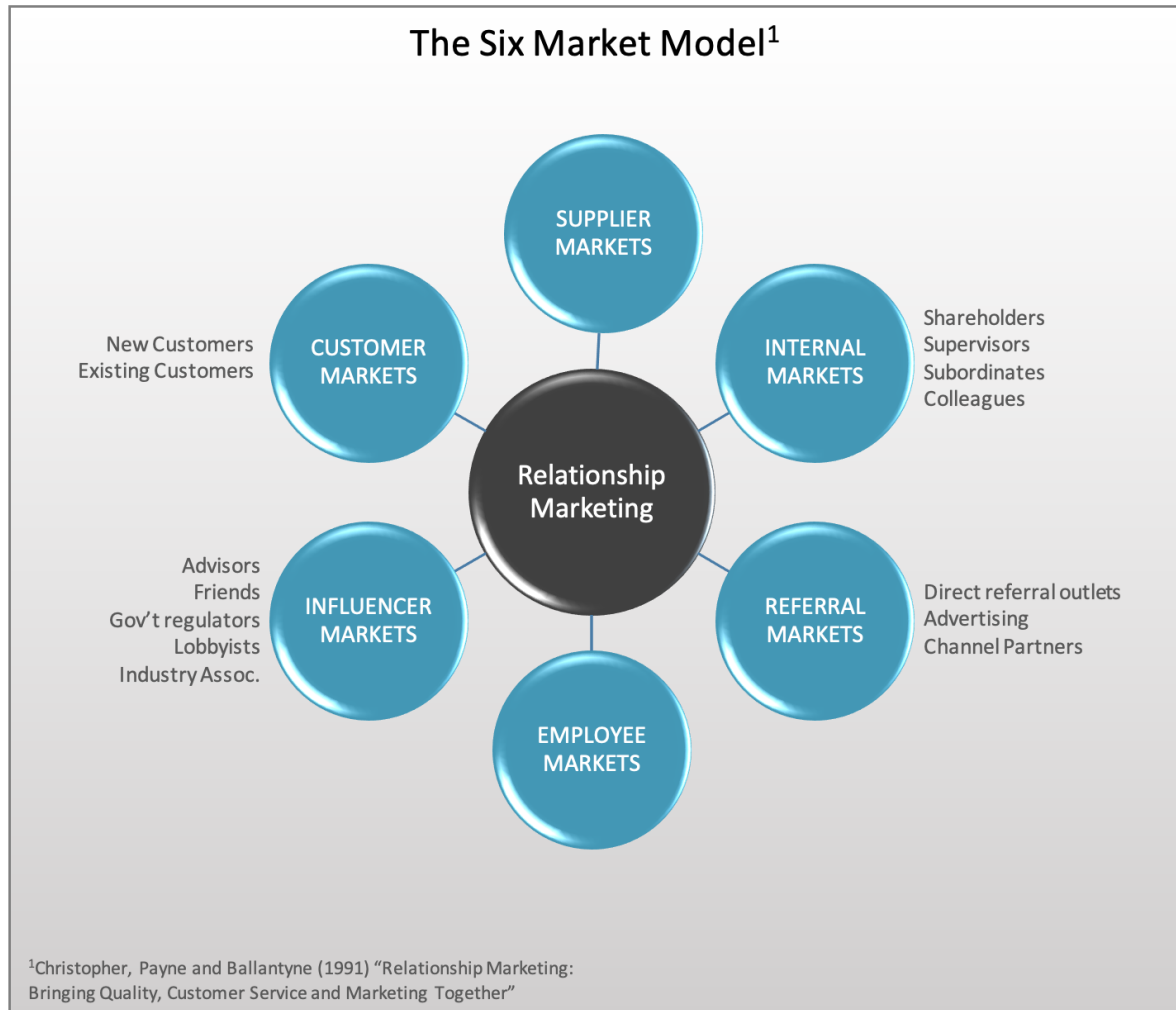
- Prior to the event, think of any BCA member(s) you'd like to introduce to your guest ( your guests will likely be a good connection for that member as well). Either way, getting them introduced and connected to someone other than yourself as soon as possible alleviates the pressure on you. This is also a great way to ensure one or more valuable connections that your guest will make during the event.
- Contact the BCA Member(s) that you want to introduce to your guest and let them know why you want them to meet your guest(s).
- When you have multiple guests at an event, they all have you in common. Once you have them all huddled up and get them introduced to each other, they will often begin their own connections/conversations, further alleviating your need to entertain.

### **Link-less Invitation Utilization:**

- The Link-less informational tool is a great way to share the details of the event while on the telephone with a prospective guest.
- This lends itself to keeping the “velvet rope” – exclusive event feeling. If a potential guest can register him/herself, it lessens the impact of entry to our club. If we as members maintain the power of registering our guests, it comes across as more exclusive.

# Six Market Model

Six (6) markets/area's have been identified that are central to a Relationship Marketing strategy and can have a direct and significant impact on business results:



## ***As it Relates to your BCA Membership***

Your BCA Membership is an opportunity to strengthen those relationships that will directly and positively impact ALL SIX of these areas of your business.

*"If you just think about customers and potential customers... you are completely missing the boat and missing all the tremendous values that await you."*

The Customer Market (whether attracting new or retaining existing) is only one small part of the greater picture. Too often people get hyper focused on the Customer Market; Which ends up either backfiring on them because their selfish motives are transparent or it, more likely, leaves the five other areas vulnerable, thus a lack of growth in the company overall.

To best take advantage of your membership, be sure to keep a keen eye on all six areas.

MARKET	DESCRIPTION
Customer Markets	The goal is not only to get customers but to keep them. This market contains anyone who is the final consumer for a product. So they are the most important entity for any business. We need to retain them as long as we can. We also need to attract new customers. Ultimately creating brand loyal customers is our main goal. We can add more values to our product.
Supplier markets	Establishing long term relations with suppliers is a departure from traditional adversarial buyer/supplier positions. This development means that suppliers are seen as collaborators or partners. We need to develop a strategic alliance with them. We need to maintain a good relationship with them as well.
Referral Markets	Developing relationships in referral markets means to link up with those People or institutions that have the power to direct business to the company. Key existing customers are often referrals sources, and so are intermediaries, third party buyers, agencies and business networks.
Employee Markets	This market helps an organization to attract the best people who can add values to the organization. They should be talented, experienced, skilled and loyal. A highly effective organization is always looking to build relationships with potential employees (recruiting talent) and is concerned with attracting the right employees to the organization.
Internal Markets	Internal Marketing describes any form of marketing within an organization which focuses staff attention on the internal activities and behaviors that need to be changed in order for a plan to be implemented. Internal Markets means developing strategic plans and actions to identify and collaborate in the management of any internal activity which has as its goal the enhancement or success of the external marketing plans. This market is concerned with how staff work together across functional boundaries so that work is attuned to the company's mission, strategy and goals.
Influence Markets	Influencer Markets (governmental regulators, lobbyists, stockholders, bankers, venture capitalists, industry associations).The opportunity exists to develop relationships with people and organizations whose goodwill or activities can directly or indirectly influence success in customer markets. There is overlap here with the activities and means of Public Relations, except with Influencers can go far beyond the media and those reached by Public Relations.

Relationship Marketing, at a macro level, recognizes that marketing must broaden its impact across a wider range of “market” relationships. These include the markets indicated in the diagram above. One of the basic difficulties we see with implementing and embracing Relationship Marketing as a total organization is that traditional organizations are functionally focused, not market focused. In other words they are compartmentalized around the short-run functions of production, finance, marketing, purchasing and so on. They are typically command driven and budget controlled. There is often a constrained (or corrupted) flow of information across functions.

In companies who have embraced the Relationship marketing philosophy and are considered “Market facing” (as opposed to functionally focused) the attempt is made to draw staff together, sometimes in multidisciplinary teams or networks that seek to marshal resources across functions. The functions still and always will exist, but they are now seen as “pools of resources” from which the market facing team draw from.