



STAND OUT ECO.

HELPING LUXURY HOTELS FIT THE ECO NICHE SINCE 2018

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ABSTRACT

Luxury hotels are always looking to stand out amongst their competitors. Eco-actions and eco-marketing are great ways to fill this niche. Customers have been confused and lost trust in the hotel industry due to green washing and false marketing.

In this actionable program, Dr. Marissa Jablonski will help debunk false eco-beliefs, explain the micro and macro levels of eco-action, and then extend these actions into marketing and communications so that your brand has a competitive advantage.

WHAT MY CLIENTS SAY

“Marissa’s passion for her work is contagious. Through her exciting and interactive presentation, she motivates participants to take a deep look at their plastic footprint, encouraging them to reassess their needs and seek more sustainable options. Her ability to connect with her audience by weaving together personal anecdotes and scientific data makes her an incredibly effective speaker.”

-- Kathryn Bimson, Programme Officer,
International Union for Conservation of Nature (IUCN)

LEARNING OBJECTIVES

A motivating and interactive keynote for luxury hotels' marketing and sales teams to learn ways to leverage eco and stand out from competitors.

Participants will walk away with specific steps on:

1. How to understand the importance of zooming in and out when messaging eco strengths
2. Learning strategies to connect with diverse environmental champions on your team
3. The reasons to share open communication between multiple hotels, why and how this helps source sustainable supplies

REFERENCES

- Mary Isbister, President and owner, GenMet, +1.414.331.6045, maryi@genment.com
- Sumi Soorian, Development Director, Phuket Hotels Association, +66.87.468.8588, sumitha.soorian@gmail.com