

THE EVENTS INDUSTRY HANDBOOK | VOLUME 19



# Preparing for Hospitality Career Success



# Table of Contents

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**01** Intro:  
Preparing for Career  
Success

---

**02** Section 1:  
The Stats

---

**03** Section 2:  
Online Courses to  
Advance Your Skills

---

**04** Section 3:  
Conferences

---

**05** Section 4:  
Books & Short Reads

**06** Section 5:  
TED Talks

---

**07** Section 6:  
Podcasts

---

**08** Section 7:  
Networking Groups

---

**09** Section 8:  
How Event Planners  
Find Your Venues

---

**11** Recap:  
Keep the Momentum  
Going...

# Preparing for Career Success

In the hospitality industry, especially for those who have been doing what they do for so long, your daily routine becomes second nature. You learn to have comfort in knowing your business, your venues and your clients, and you're pretty in tune with your competition and what's going on around you.

Flash forward to 2020 and the COVID-19 pandemic. A lot of us were thrown outside of our comfort zones with having to learn more creative marketing, learning to pivot quickly, and having more detailed and overly communicated back-up plans. As we continue through the remainder of 2020 and into 2021, we're just starting to see a light at the end of the tunnel, but it's going to take some time to get there.

At Tripleseat Software, one of the resources that we offer our customers is our monthly [Social Hour](#) virtual roundtable, which is a chance to network, learn from other hospitality professionals. The November 2020 Social Hour was dedicated to learning more about Career Success heading into 2021 and what we can do as individuals to stack the deck, improve ourselves both professionally and personally, and become smarter and wiser as we head into a new way of planning events.

This guide will take you through a few of the easiest and most effective forms of career success. Each section will dive a bit deeper into different areas that you can tackle with some examples of where to start. Together as a community we will come out of 2020 stronger and smarter and ready to take on 2021.



## What things you should you work towards while you're planning for career success:

### Ongoing:

- Creativity and ability to pivot quickly
- Ongoing education
  - Conferences
  - Webinars and [TED Talks](#)
  - Books/audiobooks
  - Online certifications
- Networking and relationship building
- Find a mentor
- Clear communication with clients and team members
- Be a self-starter, organized, self-motivated, and calm under pressure
- Know your competition and your own business inside and out

### Things to pay attention to in a COVID-19 world:

- Being aware of updated restrictions
- Understanding and operating new technology
- General idea and ability to use virtual resources
- Patience and empathy with your team in addition to your clients
- Social media and online marketing
- Creativity — everyone's looking for some creativity and something new!



## Section 1

# The Stats

We love to hear from our customers and to see how and what they're using to learn and grow during these crazy and unfamiliar times.

The November 2020 Social Hour was dedicated to career success in 2021. The webinar was kicked off by asking our attendees a few questions, and from there we started some dialogue. Let's see how things are panning out for Tripleseat customers.

### **What kinds of networking groups are you a part of?**

- Facebook Groups: 83%
- LinkedIn Groups: 75%
- Local Association Chapters or Groups: 75%

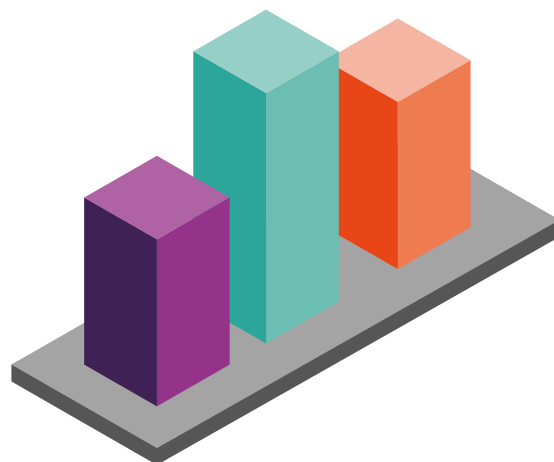
### **What kinds Of continuing education do you like to do?**

- Podcasts/TED Talks: 69%
- Events/Conferences: 69%
- Webinars: 62.5%
- Certification Courses: 37.5%
- Books: 19%

# 69%

OF HOSPITALITY PROFESSIONALS ARE TURNING TO PODCASTS & EVENTS/CONFERENCES FOR THEIR CONTINUED EDUCATION DURING THE COVID-19 PANDEMIC.

SOURCE: TRIPLESEAT SOCIAL HOUR CUSTOMER SURVEY





## Section 2

# Online Courses to Advance Your Skills

If there's one positive thing to come out of 2020, it's been the abundance of online resources that has been made available for free or at an extremely low cost. As the hospitality and event planning industry has navigated the COVID-19 pandemic, a lot of these professionals have been looking to the web and their partners for resources to help them through.

In addition, colleges and large companies have been providing resources and educational seminars and found a way to do it quickly and efficiently. Hospitality professionals who found themselves dealing with scenarios they were unfamiliar with, and also those who were put on furlough and found some unwanted down time, found these resources as a way to stay positive, busy, and educated.

We collected a few of the top places where hospitality professionals can not only learn about upcoming industry trends and how to continue to handle and maintain during the COVID-19 pandemic, but also take their expertise and professional career to the next level. These resources to the right are a few of Tripleseat's favorite online courses where you can learn and grow for little money or free.



**We've collected a few of Tripleseat Customers favorite online resources for low cost or free learning:**

- [Tripleseat University](#)
- [Udemy](#)
- [LinkedIn Online Courses](#)
- [Meeting Planner International](#)
- [Forbes Online Learning](#) (free trial)
- [Cornell University](#)
- [EDX Hospitality Courses](#)
- [Five Star Content Hotel Social Strategy](#)
- [Coursera](#)
- [Alison](#)
- [Grow with Google](#)

## Section 3

# Virtual Conferences

Everyone loves it when once or twice a year you get to go away for a few days to an annual conference you've been looking forward to. These conferences are typically filled with an abundance of learning and networking, allowing you to gain better insight into the hospitality industry. You have a chance to meet and network with clients and providers, to strengthen your relationships. And it also allows you a few days to unwind and have some fun with the post-conference happy hours and parties!

With most of 2020 being virtual, we've found that a lot of our favorite conferences not only moved online, but they also offered free or extremely discounted ticket prices. During Tripleseat's Social Hour, various conferences were discussed and the five listed here are some of the hospitality industry's favorites to attend.

It's been fun to see these conferences evolve. As these organizations become more familiar with online/virtual presenting, the sessions are becoming more insightful and interactive, and some groups even provide their attendees with swag gifts or cocktail kits to make the networking a bit more engaging.

If you've attended a conference that isn't listed here that you believe was beneficial for hospitality growth, let us know by joining [Tripleseat's Event Manager Community](#) on Facebook and sharing info about the conference.



### Here's a list of Tripleseat customers' favorite virtual conferences:

- [Sales Hacker Success Summit](#)  
(coming December 2020)
- [INBOUND](#)  
(marketing conference)
- [Tripleseat's EventCamp](#)  
(stay tuned for 2021 date)
- [FAB](#)
- [Sales Growth Virtual Summit](#)



## Section 4

# Books, Audiobooks, and Short Reads

If the coronavirus pandemic has taught us anything, it's that we need to know how to pivot quickly and efficiently as a hospitality team and industry. We have found that keeping yourself educated and open to creativity allows for you to work quickly towards that Plan B when Plan A doesn't work out.

Another way to keep yourself educated and up to date with hospitality and lifestyle trends is reading books, reading short articles, or listening to audiobooks. Whether the topic is sales-based, or about marketing, productivity, or habits, it's always great to choose something and read or listen to it to get a fresh perspective.

As we mentioned earlier, it's really easy as a professional to become robotic in your daily routines, but allowing yourself to step back, educate yourself, and see things differently has been proven to help you pivot more quickly and creativity. Which in turn helps you and your team succeed.

These resources listed are just a few of the many books and resources that are available for professionals looking to grow and learn. Once you're finished with a book or article, save it to re-read in a few months and see how much you've grown, or what new and different things you can take away from it. For Tripleseat customers, our online [Party People community](#) has a library that is home to many more book options for you to enjoy!



### Books, Audiobooks, and Short Reads

- [The 40% Rule: A Navy SEAL's Secret to Mental Toughness](#) (short read) by The Hustle
- [They Ask, You Answer](#) by Marcus Sheridan
- [Fanatical Prospecting](#) by Jeb Blount
- [Setting the Table](#) by Danny Meyer
- [Kitchen Confidential: Adventures in the Culinary Underbelly](#) by Anthony Bourdain
- [Confessions of an Event Planner](#) by Judy Allen
- [Be Our Guest: Perfecting the Art of Customer Service](#) by The Disney Institute
- [How Beginner's Mind Will Help You Experience the New](#) (short read) by Aly Juma

## Section 5

# TED Talks

TED Talks are the daily motivational booster you need as a sales manager. The topics are endless, and the speakers are inspiring. Allowing yourself 10-30 minutes each day to stop what you're doing and listen to a TED Talk might just be what helps you escape that creative rut you're in, or to de-stress you during these crazy times we're living in. Building inspiration and knowledge into your daily routine will not only help you professionally, but it'll help kick off your day in a more positive and creative way — allowing you to be mentally healthy.

The best part about TED Talks, just like a podcast (which we'll get to next), your subscription to learning is free! When you [join TED Talk](#), you'll be asked what your interests are and they'll send you daily videos right to your inbox. You'll just need to like or dislike the video, and the more you watch, the smarter their platform will be about sending you content that motivates you.

Whether you're looking for personal growth, communication, technology, innovation or social changes, [Ted.com](#) has an entire world of ideas and inspiration waiting for you. Our Tripleseat community has rounded up our top six videos here to get you started. See something you like? Share it with our [Event Managers Community](#) on Facebook to get the conversation started!



### TED Talks to Get You Motivated:

- [Elizabeth Gilbert: It's OK to feel overwhelmed](#) (COVID-19 related)
- [Brené Brown: The power of vulnerability](#)
- [James Clear: Atomic Habits: How to Get 1% Better Every Day](#)
- [Jia Jiang: What I learned from 100 days of rejection](#)
- [Amy Herman: A lesson on looking](#)
- [Tim Harford: How frustration can make us more creative](#)



## Section 6

# Podcasts

### Restaurant Unstoppable

This podcast looks at habits and characteristics that can help you be successful in the restaurant business, and mistakes to avoid. Host Eric Cacciatore interviews a wide range of guests on the show, from kitchen product marketing experts and authors to branding experts and award-winning chefs.

### All in the Industry

This show is part of the Heritage Radio Network, a Brooklyn-based radio station that broadcasts 35 food radio shows. All in the Industry is hosted by Shari Bayer, and it's composed of conversations with "behind-the-scenes talents in the hospitality industry," like chefs, restaurant lawyers, food journalists, and more.

### Secret Sauce

Restaurant marketing is no easy task, and Secret Sauce has made it their mission to help you get noticed by new guests. If you need a refresher on SEO, email marketing, Facebook ads, and partnerships, check it out. They take a complicated part of restaurant management and making it accessible and fun.

### Two Chicks, Three Seats

From current hospitality news, food and beverage trends, interviews with event guests, marketing tips and more, Tripleseat's Two Chicks, Three Seats will keep you in the loop on all things relatable to anyone in the events industry. Tune in with hosts Kate Kennedy and Rachel Calkins every Friday to catch up on the latest hospitality topics.



### **The Benefits of Learning From Podcasts:**

Podcasts have quickly grown to be one of the leading forms of educating students and professionals over the years.

We found a few [resources](#) that speak to the benefits of listening to a podcast:

1. Listening helps to reduce your work stress
2. It helps increase your focus and attention
3. It helps to improve your motivation and overall mood
4. Increases your productivity

In addition, it's said that most people will listen and pay attention longer to a podcast than they would reading a book. It all depends on your preference of learning, but it's safe to say that there's a lot of proven benefits to educating yourself with podcasts.

## Section 7

# Networking Groups

## SERV

Society for Event Planners: Restaurant Venues was founded in Boston. It's an organization of private event managers who provide support and education to their industry peers. Their quarterly speaker series includes a panel and networking opportunities over light breakfast. The panel discussions span a wide variety of topics from business and professional development to event technology, vendor relations and marketing, all pertaining to the private events industry with a focus on restaurant venues. Currently, SERV chapters exist in Boston and New York. The events are invitation only.

## TRIBE International

This is an international organization dedicated to the work of initiating and facilitating intentional relationships amongst women who believe in living vulnerably, unashamedly and courageously.

## Party People

The goal of Party People is to create an exclusive place for Tripleseat customers to learn new hospitality and events industry knowledge, exchange feedback, share tips, and connect with other industry professionals. As an advocate in the program, you can complete challenges — like answering questions, reading blog posts, and participating in discussions — in order to earn points and prizes.



## Join These Social Groups

### LinkedIn Groups:

- [Event Pros](#) (158k+)
- [Restaurant & Hospitality Experts](#) (32k+)
- [Career Advice for Event Planning & Management](#) (24k+)
- [Sales & Marketing Tips & Strategies for Event Planners & Meeting Planners](#) (23k+)

### Facebook Groups:

- [The Delegate Wranglers](#)
  - (London-based)
- [Event Pros Gather](#)
  - (Atlanta-based)
- [Event Planners Community](#)
  - (Boston-based)



## Section 8

# How Event Planners Find Your Venue

If you're not promoting your venue online, you might as well be invisible to event planners.

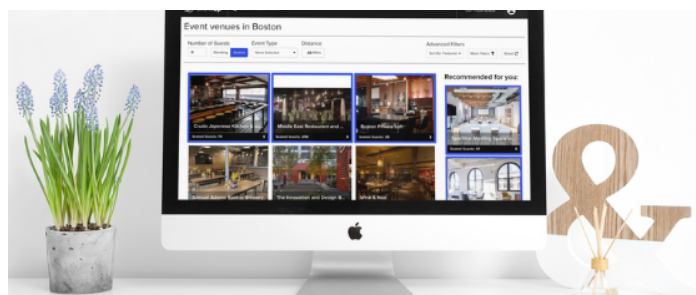
When we at Tripleseat host our annual EventCamp conference, there's typically a panel of event planners that share what they really want from a venue. One priority they continue to highlight is the need to access venue information online. Event planners are busy and their first stop for finding a venue is a search engine.

Having a website isn't enough, however, so we've pulled together these six marketing tips to help your venue stand out to event planners online:

### 1. Provide up-to-date information

There are many ways event planners find information online. You probably prefer that they always go to your website, but they might check out your Facebook page first and go no further than that.

You never know and can't control what potential clients will use for research, so it's important that your venue's information is correct and current no matter where you can be found online. Your address, phone number, and email address should be listed, as well as your social media profiles, menu, amenities, and types of events that you host.



### 2. Be in the right places

It's important for your venue to be present across the typical locations that event planners might be searching. You absolutely need a website, plus a presence on these sites:

- [Tripleseat's Booking Network:](#) [VENUES by Tripleseat](#) and [EventUp powered by Tripleseat](#) are our directories that support over 4 million visitors every year and deliver more than 800,000 leads. Listings for both VENUES and EventUp are included in your Tripleseat software subscription; Venues can also purchase sponsored listings.
- Social media accounts  
Social media can function as a search engine. Anyone can type a business name or do a search for Italian restaurants and a city name to look for Facebook pages that would have more information about the venue. If you want to be more present, focus on Facebook and Instagram. Facebook is the most popular social network, and Instagram is a great place for you to tell a visual story of your venue and the events you host.
- Google My Business  
Google is the most popular search engine, and using their tools can help elevate you to the top of a search. [Create a free Google listing](#) for your business, and you'll have an official presence and your business information will be easily found in a Google search and on Google maps.

### 3. Don't hide your contact information

This was one of the biggest pain points we heard during EventCamp. Event planners are juggling many projects at once, and do not have time to look around and find your venue's event contact person, their phone number, and their email address.

Fortunately, Tripleseat's Booking Network, all social media profiles, and Google My Business display information in a consistent way that's easy to access. But make sure it's prominent and present on your website. List it in multiple places, such as your contact page and event information page.

### 4. Use the right keywords

Think about what keywords event planners might use to locate a venue like yours and use them across your online presence and marketing, and be specific. Use your city, state, and neighborhood. Talk about the type of cuisine you offer, what kind of clients and events you typically work with, and what times of day you can support events. Include keywords that describe what type of venue you are (cocktail lounge, conference center, recreational, etc.). The more search engines identify your business as being associated with those keywords, the more likely your venue will come up in a search.

### 5. Be visual

Event planners want to see photos of your function rooms, of course. But they want to see beyond the empty rooms and visualize how their event would look in that space. Post photos on your website and social of all of your spaces and their basic setups, and photos from your corporate events, cocktail parties, wedding receptions, and any other type that you've hosted. This will make it easy for event planners to picture their event taking place there.



### 6. Share event options

Planners don't need firm numbers, but they want an idea of what options they'll have for planning an event and some idea of cost. The details can always be tweaked, but showing event planners what to expect will help provide them with more information and could be the final piece that influences them to book with you instead of a competitor. Post the options on your website and link to them from your social media profiles.





## Keep the Momentum Going

We hope this guide has given you the some new resources to help with your career success and continued education. Taking time each day to learn something new and stay ahead of trends and hospitality changes will no doubt help you and your team succeed.

As business continues to pick up, don't forget to dedicate time to growing and learning, it will no doubt continue to make thinking creatively and quickly second nature. At Tripleseat, we're more than an event management platform, we're a community. We provide you with the resources for not only your business to succeed, but for you to succeed professionally as well.

If you're a Tripleseat customer, [log in now](#) to start taking advantage of our community. Not yet a customer? [Request a demo](#) below to find out how our event management solution can turn your business around and provide a successful return on 2020 and into 2021.

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Streamline and grow your events business with  
award-winning tools, support, and community behind you.  
Schedule a demo with Tripleseat today at [info.tripleseat.com/industry-content](https://info.tripleseat.com/industry-content).

### Streamline Your Planning Process

See how our platform helps restaurants, hotels and unique venues increase event sales by streamlining their process.

[Request a Demo](#)

