



ADAM'S MARK

HOTEL & CONFERENCE CENTER

Adams Mark Hotel & Conference Center

Dominic D. Davis

Client Brief

Client Information:

Adams Mark Hotel & Conference Center.

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PR Intern:

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Job Description:

PR intern will assist Adams Mark Hotel and Conference Center in launching a campaign designed to enhance the client's relationships in three areas.

Background/Overview:

Adams Mark Hotel & Conference Center located on the Southeast outskirts of Kansas City, adjacent to the Truman Sports Complex, home of Kauffman Stadium and Arrowhead Stadium, home of the Kansas City Royals and Chiefs respectively. Our facility offers an exciting new hotel concept focused on providing unparalleled customer service in a warm and welcoming environment.

Adam's Mark Kansas City caters to guests and clients by providing a full complement of services, tailored to business and leisure travelers.

Campaign Overview

The Strive For 25 campaign is designed to improve employee, guest and community relations while climbing the Trip Advisor charts to number 25.

Target audience:

Employees

Guest

Community

Theme/ Message:

“Strive for progress, not perfection”

#StriveFor25

Campaign Breakdown:

3 Modules

- Improving Employee Relations
- Guest Relations
- Community Relations

Module 1 – Improving Employee Relations

The key to success for the Adams Mark has been proven to be friendly and inviting employees, especially the front-facing employees. As mentioned in several of the online reviews, employees can often take a bad situation and turn it into an opportunity to go above and beyond for the customers that we serve. That is why the first module is dedicated to boosting morale and empowering employees.

Tactics

- GM/Managers - conduct one on ones with employees in their departments.
- Be receptive and ready to act on issues that arise.
- Implement suggestion box, for employees who may not be as vocal and review quarterly
- Conduct employee surveys.
 - Offer incentive for completion to be sure to maximize participation,
- Hold monthly meetings to announce employees of the quarter, and address service scores and departments that are excelling and showed improvement.

Module 2 – Improving Guest Relations

Our guest has always been a priority here at the Adams Mark. Let's take this opportunity to be proactive about guest service complaints and really wow our guests early in their check-in process so that when an issue does arise, they consider their experience so far.

Tactics

- Sub Campaign - Trip advisor challenge (Strive for 5)
- In-house guest surveys
 - Offer incentive like a monthly raffle for waterpark tickets to bring guest back.
- Make managers more present and available.
 - Frequently walk around lobby and different areas in the hotel to interact with guest directly.

Module 3 – Improving Community Relations

Impacting the community is critical, given where we are located. We have recently experienced a number of break-ins and vandalism, who we later discovered have been locals. This module aims to get the members of our community to see the value in our property and position us as businesses that give back and create jobs.

Tactics

- Deploy social media content geared toward the surrounding community, offering special savings to the water park with ID.
 - Controlling Google
 - Offering Geo Filters.
- Use connections in the Greater Kansas City area to collaboratively sponsor a back to school bash.