



Star Quality Hospitality Consultancy

Join our Virtual Workshop Series

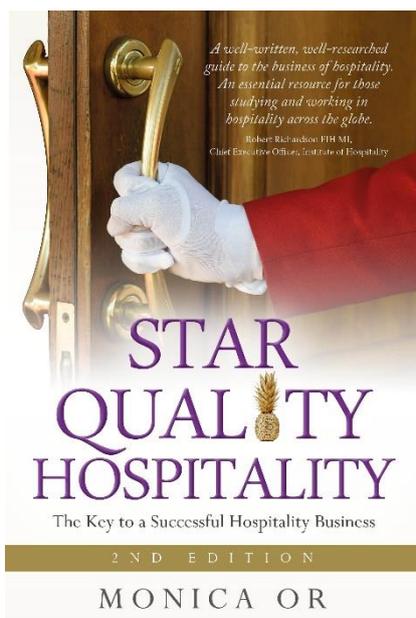


Building on the concepts from these
Amazon best selling books

Facilitated by: Monica Or

Below you will find more details on the Star Quality Virtual courses being run online. This bitesize training builds on the concepts from the Star Quality books. You can join whichever course you want to explore in more detail, or make it a habit and join each month.

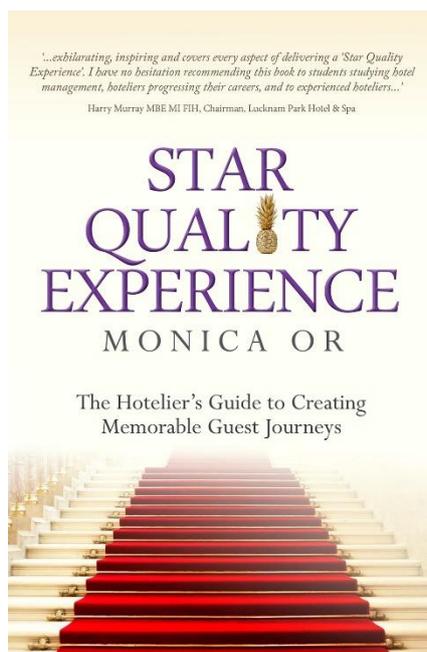
Monica Or is a hospitality industry expert and Amazon best selling author dedicated to assisting hoteliers in creating memorable guest experiences. With a focus on strategic initiatives and attention to detail, she ensures that hotels not only delight their guests but also develops a loyal customer base that serves as passionate advocates for their businesses.



‘Star Quality Hospitality – The Key to a Successful Business’ covers everything from the culture and structure of your business and operational solutions to common problems, to looking after your staff and wowing your guests, this book provides clear guidance and solutions to produce optimum results and improve profitability.

From the book the following areas are explored in more detail:

Code	Course Title	Course Overview
SQH 1	Hospitality Harmony: Operational Solutions for Seamless Guest Experiences	Delve directly into key strategies vital for tackling everyday operational challenges in both back-of-house and front-of-house areas, tailored specifically for small hotel owners and managers. Gain practical insights and actionable solutions designed to optimize guest services and streamline internal processes, ensuring immediate and effective implementation.
SQH 2	Strategic Staffing Success: Recruiting and Training Excellence	Elevate your recruitment and training game. Learn proven recruitment strategies to identify the right candidates to optimize your hiring process and create a robust program to nurture and develop your staff.
SQH 3	Guest-centric Excellence: Moving from guest needs and expectations to Going the Extra Mile	Practical techniques for identifying and exceeding guest expectations, ensuring a perfect match between what you offer and what your guests desire. Learn how to go the extra mile to create memorable moments that set your service apart.
SQH 4	Navigating Success: Business Excellence and Industry Trends	Learn key strategies to measure your success to remain profitable in the hospitality industry. Discover the latest industry trends, including technological innovations, personalisation and service.



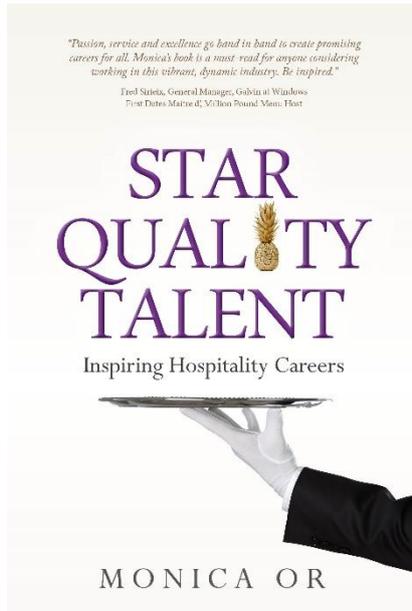
‘Star Quality Experience – The Hotelier’s Guide to Creating Memorable Guest Journeys’

will set you apart from your competition. To create memorable guest experiences, as a hospitality professional you need to put yourself in your guest’s shoes. Go on a journey with a difference as you explore what the hotelier in the know does before even meeting their guest, the touchpoints during their guests stay, and what happens after their guest leaves.

From the book the 7R’s model – Resources, Response, Rapport, Refine, Reviews, Retain and Return is explored in more detail:

Code	Course Title	Course Overview
SQE R1	Unlocking Discoverability: Leveraging Online Resources for Hotel Visibility	Delve into the array of online resources available for guests to find and choose your hotel. Learn practical strategies to boost your online reputation and attract potential guests effectively. From optimizing your website presence to harnessing the power of review sites and social media, this workshop provides valuable insights into maximizing your hotel's online visibility.
SQE R2	First Impressions Matter: Proactive Guest Engagement and Profile Building	Explore the art of making the first move to build guest profiles and deliver exceptional greetings upon arrival. Learn strategies to proactively engage with guests, gather valuable information, and create personalised profiles from the outset. From crafting warm and welcoming greetings to seamlessly incorporating guest preferences into the check-in process, this workshop is designed to empower hospitality professionals with the skills to leave a lasting positive impact.
SQE R3	Rapport Building Mastery: Establishing Genuine Connections	Learn the essential techniques to establish rapport quickly and authentically, fostering positive relationships in both personal and professional settings. From effective communication strategies through use of language and communication preferences to body language cues.

Code	Course Title	Course Overview
SQE R4	Heartfelt Hospitality: Personalising Guest Experiences and Embracing Random Acts of Kindness	Explore the transformative power of personalising guest experiences and infusing moments of delight through random acts of kindness. Discover strategies to create tailor-made experiences that leave a lasting impression on your guests. Learn the art of incorporating genuine, unexpected gestures to elevate their stay. Cultivate a culture of warmth and generosity, enhancing the overall guest experience.
SQE R5	Flawless Farewell: Crafting Smooth Departures for Raving Reviews	Unravel the strategies for orchestrating seamless departures that leave a lasting positive impression on guests, ensuring raving reviews. Explore techniques to elevate the departure experience, from efficient check-out processes to personalised farewells. Learn the art of capturing feedback gracefully and turning departures into opportunities for positive guest relations.
SQE R6	Loyalty Boost: Elevating Guest Retention and Building Lasting Loyalty	Explore the essential strategies for not just retaining guests but building enduring loyalty. Learn the art of creating memorable experiences that keep guests coming back for more. Delve into effective loyalty program design, personalised engagement tactics, and post-stay follow-up strategies.
SQE R7	Return with Delight: Crafting Unique and Memorable Welcome Experiences for Returning Guests	Exploring distinctive ways to welcome your guests back. Discover innovative and personalised approaches to create memorable return experiences that leave a lasting impact. From custom greetings to surprise amenities, learn how to infuse warmth and uniqueness into each stay. Ignite your creativity and foster a welcoming environment that keeps guests returning for extraordinary moments.



‘Star Quality Talent – Inspiring Hospitality Careers’ follows the careers of hospitality professionals from humble beginnings to where the industry has led them. It gives tips on how to get ahead and move from a stagnant job to having a fulfilling career.

From the book the HOSPITALITY skills needed to do this are explored in detail:

Code	Course Title	Course Overview
SQT	Thriving in Hospitality: Unveiling Employer Expectations for Attitude and Behaviour	Delve into the unique aspects of the HOSPITALITY skills employers seek in relation to attitude and behaviour. Explore the crucial attributes, such as being proactive and using your initiative to show professionalism, that set individuals on a path to success in hospitality careers.

To see the full schedule of training, bookings can be made from this link: <https://bookwhen.com/starqualityhospitality>

For more information, and to find out why Monica is also known as ‘The Dancing Hotel Inspector’ connect with us:

Website: <https://www.starqualityhospitality.co.uk/>

Facebook: <https://www.facebook.com/StarQualityHospitalityConsultancy/>

Twitter: @monica__or

LinkedIn: <https://www.linkedin.com/in/monicaor/>