



CREATING RAVES

Three-Day Workshop

Creating Raves is our most comprehensive workshop, and is designed for leaders in any organization to think creatively about how to differentiate their business. Take an in-depth look into Union Square Hospitality Group's (USHG) culture and draw from our 30 years of experience to leverage Hospitality as a powerful, transformative business strategy.

The concepts in our Creating Raves workshop are rooted in the idea that happy employees ultimately lead to happy customers – that by taking care of each other first, we can better take care of our customers and other stakeholders.

This workshop examines the inner workings of our company through behind-the-scenes tours of our restaurants, dining experiences, and discussions with USHG leadership, to illustrate how we implement the concepts of Hospitality to create Raves.

Our Client Advisors facilitate discussions that empower participants with actionable tools to build a foundation of trust that nurtures, develops, and inspires employees to create genuinely caring customer experiences.

The cost for this workshop is \$3,950 per participant. This includes breakfast and lunch each day, as well as two evening dining experiences at USHG restaurants. Sign up at least 60 days in advance to enjoy a \$150 early-bird discount. Please call us directly to learn about additional group and not-for-profit savings.

KEY TAKE-AWAYS INCLUDE:

- Understand how a culture of Hospitality and excellence can make your company a favorite among all stakeholders
- Identify opportunities to provide both Service and Hospitality to create Raves for your customers
- Learn how to deliver unique customer experiences by reading, interpreting, and responding to behaviors
- Develop strategies to recover gracefully from problems and mistakes, thereby increasing customer loyalty and referrals
- Explore the impact that systems and structures have on the employee and customer experience
- Hone leadership skills to create an environment of trust to empower employees and to nurture a positive, productive workplace
- Practice methods to maintain employee accountability to your organization's standards while being on their side

*All workshops are held at the
Union Square Hospitality Group Home Office:*

24 Union Square East
New York, NY 10003

"Working with HQ is one of the smartest and most exciting decisions I've ever made for my business. HQ's unique hospitality business model and 'one size fits one' approach are helping me to evolve my company's already very lofty personalized service standards."

– Cammie Cannella, VP Global Education & Customer Relations, Kiehl's

For more information, please call **646.747.6640**