

Hospitality Industry Employees Offered FREE Customer Service Training

~ Morning, afternoon, and evening sessions available to accommodate shift workers ~

Newport News, VA, Sept. 29, 2017 – Free customer service training is being offered to hospitality industry employees on Oct. 26 at The Mariners’ Museum, 100 Museum Drive in Newport News. The seminar is designed to provide training to hospitality workers who come in contact with visitors to the region’s attractions, hotels, restaurants, retail establishments, etc.

To accommodate shift workers, three sessions will be offered – the first from 9:30 to 11 a.m.; the second from 1:30 to 3 p.m.; and the third from 5 to 6:30 p.m. The program, “*Surprise! The Secret to Guest Loyalty*,” explores how guests are bombarded with information and how they often disregard a large portion of what is happening around them. Participants will learn how to:

- Gain guests’ full attention and find ways to surprise them during transactions
- Generate low- and no-cost guest surprise tactics
- Orchestrate and deliver surprise tactics using teamwork
- Foster a culture in which new and creative surprise tactics are continually derived and implemented.

The training will be presented by Vincent Magnini, ranked one of the Top 12 most prolific hospitality researchers worldwide. A Fulbright Scholar, Magnini holds editorial board appointments on all of the top-ranked research journals in the field and has published six books and more than 150 articles on hospitality. He has been featured on National Public Radio’s *All Things Considered*, *With Good Reason*, and *Pulse on the Planet*, and he has been cited in the *New York Times* and the *Washington Post*.

The program is free but registration is required. Participants may register online for [Session 1](#) (9:30-11 a.m.); [Session 2](#) (1:30-3 p.m.); or [Session 3](#) (5-6:30 p.m.). Up to 10 people can register at one time. For registration questions, call Rita Bond at 757-826-3327.

The event is being sponsored by Newport News Tourism, Newport News Hospitality Association, Peninsula Council for Workforce Development, and the Hampton Convention and Visitor Bureau.

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