



National Concierge Association

## **Bet Your Success on Service**

16th Annual Educational Conference  
Downtown Grand Las Vegas Hotel & Casino

**Las Vegas, NV**  
August 14-16, 2014

### **Official Conference Agenda**

The NCA Executive Board of Directors reserves the right to amend, substitute or replace events, speakers and activities listed in this agenda at any time.

THURSDAY, AUGUST 14, 2014

8:00AM—8:30AM

8:30am—11:30am

11:30am-1:30pm

1:30pm—3:30pm

Grand Parlor, Downtown Grand Resort

BREAKFAST BUFFET

NCA Leaders morning workshop

Lunch event

Afternoon session for NCA Chapter Leaders



16TH Annual NCA Chapter's Leaders "TEAM" Meeting

## "Service Through Effective Leadership"

This workshop is open to all NCA Chapter Leaders (all board positions),  
Executive Board members and NCA Partners.

The annual workshop will include a discussion of chapter "best practices" and a mock chapter meeting exploring the many facets of NCA leadership. Included is a breakfast buffet and a "Dine-around Las Vegas" Lunch event.

THURSDAY, AUGUST 14, 2014 EVENING EVENT

6:00pm—8:00pm

Dress code for evening: Business attire, weather appropriate.

Welcome reception for all attendees & registered guests

## *2014 NCA Conference Welcome Reception & Program*



Our evening will include a reception and tour of The Mob Museum and a brief welcome by NCA Founder Sara-ann Kasner. Also included is a special ceremony honoring NCA Certified Concierges. All attendees and registered guests invited to attend. This event is located adjacent to the Downtown Grand Hotel & Casino and transportation is not necessary.



FRIDAY, AUGUST 15, 2014

9:30am-11:30am

Grand Parlor, Downtown Grand Resort

Breakfast on own

ANNUAL NCA MEMBERSHIP MEETING



National Concierge Association

All NCA members (Concierges, Associates, Affiliates) welcome.

It is not necessary to be registered for the conference to attend the annual NCA Membership meeting.

A meeting agenda will be emailed to all NCA members in July, 2014.

Please wear your NCA Member pin to gain admittance to the meeting.

Sorry this event is not open to non-NCA member conference attendees.

Coffee, tea, sodas, assorted pastries provided.

Dress code day events: Resort wear-casual

11:30am—1:30pm

LUNCH ON OWN

1:30pm-3:30pm

WORKSHOP



## “DELIVERING INCOMPARABLE SERVICE”

Chris Tamura, CHE CGSP

Student Affairs Program Manager

In the ever changing world of hospitality, the one main ingredient that remains constant is the high demand for quality service. Delivering incomparable service is far more than a buzzword. Incomparable service can maximize revenue by producing loyal clients, residents and guests, and solidifying the reputation of the company. With the advent of social media and online reviews, it is imperative to maintain a competitive advantage utilizing the information of the current trends, spending habits, and expectations of the new generation of customers. This session will encompass the dynamics of developing service repertoire utilizing technology revolutions, how corporate Concierge service increases client loyalty, forecasts from the experts, new service vocabulary, and creating a positive work culture.

3:30PM –6:00PM

FREE TIME

6:00PM-10:00PM

EVENING EVENT



*All attendees and registered guests invited to attend*

## *Blue Man Group Reception & Show*

This fun evening will include a reception + the show! Dress code will be business casual. Transportation to this event will depart the Downtown Grand Hotel & Casino at 5:45pm.

**SATURDAY, AUGUST 16, 2014 DAY EVENTS**

**Dress code for today is casual weather appropriate attire**

**Today's events are open to all registered attendees.**

**Grand Parlor, Downtown Grand Resort**

**BREAKFAST ON OWN**

**9:00am-10:00am**

**Panel Discussion**

## **“SERVICE THROUGH SUCCESSFUL RELATIONSHIPS”**

Las Vegas community leaders discuss ways in which Concierges and businesses work best together.

Coffee and cookies will be provided during the discussion.

**10:00am –11:00am**

**Breakout session**

## **“HOW DO WE SERVE EACH OTHER”**

Breakout discussions pairing Concierge with Concierge & venues with venues to discuss various concepts we all use in our work environments which help us stay successful.

***There will be a 30 minute break prior to the start of the 2014 NCA Keynote Speaker Luncheon Event***

**11:30am—2:00pm**

**Luncheon & Speaker**

**The National Concierge Association Executive Board of Directors is pleased to present**

***The 2014 National Concierge Association Annual Keynote Presentation***



## **“Spirit In Service”**

**Featuring**

**Holly Stiel**

**Keynote Speaker, Author, Trainer, Philosopher, Consultant**

### **“ GETTING TO THE HEART OF THE MATTER”**

In this inspiring talk, Holly reveals the secrets of her signature Neon Signs of Service; the spirit behind the skills. While everyone is clamoring to find the best, the greatest and the newest, we can forget the truth about the value of those experiences. It is all about the way people feel from the initial contact to the bragging rights. Everyone involved from the providers to the participants can benefit by understanding the emotions that drive it all. After spending 17 years as a hotel Concierge, Holly has translated her knowledge into 6 books and has traveled the world sharing her passion and expertise by truly getting to the heart of the matter when it comes to luxury travel.

***This event includes lunch and a beverage.***



2:00 PM-6:00 PM

FREE TIME

## SATURDAY, AUGUST 16, 2013 EVENING EVENTS

The dress code for this evening is formal / semi-formal attire. All attendees and registered guests invited to attend.



The National Concierge Association

Executive Board of Directors  
cordially invites you to attend

### *The Annual NCA Gala Dinner and Awards Ceremonies*

6:00 PM RECEPTION

7:00 PM DINNER

8:00 PM EVENING PROGRAM

This special evening will include entertainment, the annual presentation of NCA National Awards and the announcement of the exciting location of the 2015 NCA Conference.

## THE 2013 NCA AWARD WINNERS

2013 International Partner of the Year

**conciierge**  
PREFERRED



2013 NCA Concierge  
Outstanding Service  
**Jennifer Dewberry**  
Centennial Lakes Office  
Park, Edina, Minnesota



2013 NCA Concierge  
Outstanding Service  
**Nikki Scurlock,**  
Children's National  
Medical Center  
Washington, DC



NCA Chapter of the Year  
The NCA-Washington, DC Metropolitan Area Chapter

NCA Leader  
Of The Year

**Diane Schure**  
President  
NCA-Arizona  
Chapter



### Additional NCA Awards in 2013

Volunteer Of The Year	Nikki Scurlock, Washington, DC
Best Chapter Affiliate Partner	Madame Tussauds DC
Best NEW Chapter Affiliate Partner	International Spy Museum, Washington, DC
Best Chapter Associate Member	Jennifer Torres, Las Vegas, Nevada
Best Philanthropic Program	NCA-Washington, DC Metropolitan Chapter
Best Chapter Newsletter	NCA-Washington, DC Metropolitan Chapter
Best Educational Program	NCA-Minnesota Chapter
Best Chapter Membership Program	NCA-Minnesota Chapter