

Session 4 – Communication Managements & Digital Optimisation

Introduction

The changing dynamics of new technologies, the digital transformation (also known as DX) has transformed the ways we deal with live events as well as digital live and virtual ones, re-energizing the relationship between organizers and attendees, hospitality managers and their customers.

Module 1: Digital transformation strategy and tools

Module 2: Software available PMS, POS, HRIS

Module 3: Format for online and offline engagement

Module 4: Communications and environments

Module 5: Social media management

Find out More

Communication is a transactional process based on physical, emotional, mental components.

The changing dynamics of new technologies, the digital transformation (also known as DX) has transformed the ways we deal with live events as well as digital live and virtual ones, re-energizing the relationship between organizers and attendees, hospitality managers and their customers.

The chance to improve attendee satisfaction and create a tangible return on investment (ROI) while saving time and resources makes DX the perfect enhancement to any organizer's toolkit.

Both the online and offline worlds have advantages and disadvantages for corporate communications. Therefore, we should link both worlds with each other in an effective way and create synergies, which at the same time ensure more efficiency and success.

Learning objectives

- Develop integrated communication plan and framework
- Identify core concepts, topics, messages
- Create appealing images, e.g., logo
- Communication protocols & procedures
- Communication tools & equipment
- Social media management
- Communication with Stakeholders
- Media relation and broadcasting media management
- Live & Digital event: channels, models etc
- Communicating sustainable practices to their stakeholders