

## Do's

- ◆ Do request a current list of SFCA Members from Miguel Pena at (305) 799 – 8483, as the list changes throughout the year.
- ◆ Do educate your staff about the importance of the concierge position (they are your link to visitor market) so they know how to handle a Concierge request.
- ◆ Do update Concierges Via Mail, Fax, or E-Mail about promotions and changes at your venue.
- ◆ Do invite Concierges for a complimentary dinner to experience your restaurant. Please send written invitations as opposed to a phone invitation.
- ◆ Do put an expiration date on any offers to Concierge. This will give you a response in a timely fashion.
- ◆ Do offer multiple alternative dates / times if possible in order to reach Concierges from various shifts.
- ◆ Do your Homework: Before finalizing a Concierge event, please call Jeri Jandovitz at (305) 933 - 801 or Miguel Pena at (305) 799 8483. They keep a calendar of events which will help prevent booking multiple events on the same date.
- ◆ Do make sure there is a definite purpose to your Concierge Event; i.e. unveiling of a summer menu.
- ◆ Do ask for RSVP to invitations with a deadline to ensure for proper preparations. RSVP via E-mail or faxing is preferred for accuracy as the SCFA Board monitors attendance with the host. There should also be an option of cancellation communication incase of emergency or illness, so space can be reassigned if there is a waitlist.
- ◆ Do request a Business Card at the event to verify the identity of all attendees.
- ◆ Do provide informational materials / press kits for Concierge after your event.
- ◆ Do recognize and appreciate the business sent by a Concierge. A simple phone call or note of thanks will strengthen your relationship.
- ◆ Do print “Priority Seating” cards for Concierge if your establishment does not accept reservations.

## **DON'TS**

- ◆ Don't tie quotas and / or goals to your Concierge relationships. Our members have signed a "SFCA code of ethics" that prohibits participation in contents that award Concierges for sending the most guests to a venue.
- ◆ Don't try to bribe Concierges: An annual familiarization program is a nice way to recognize a Concierge.
- ◆ Don't plan an event without checking first with SFCA Board Member to prevent multiple events on the same date, thus limiting Concierge attendance.
- ◆ Don't overbook your establishment to accommodate a Concierge request if it means the guest will have a long wait. Be honest if you are unable to fulfill the request.

## **EXCEEDING CONCIERGE EXPECTATIONS**

- ◆ Offer the Concierge a private or direct phone number to your establishment so the staff will know that a Concierge is calling.
- ◆ Offer a complimentary appetizer, dessert, beverage, or other amenity to the guest "complimentary of the Concierge" in appreciation for the referral.
- ◆ Offer to hold a number of tables at prime times especially for Concierge requests (Concierge Slots).
- ◆ Create a Concierge feedback report that asks for specific information regarding the Concierge reservation experience and the guest feedback given to the Concierge.
- ◆ Make a donation on behalf of the Concierge to a charity supported by the Concierge community such as The Southern Florida Concierge Association & The Les Clefs D'Or Foundation.