Phil Bruno - Tourism Consultant & Speaker

"I create experiences that inspire people to take responsibility for their own happiness and success."

Phil Bruno, Tourism management consultant, speaker and trainer, works with organizations to exceed customer expectations. He does this through engaging keynote speeches and training sessions. His "Hooked on Hospitality " on-line inter-active videos are being adopted by leading DMOs as the delivery vehicle for the benefits of tourism to their entire communities.

Since 1999 Phil has worked independently as a speaker, trainer and consultant throughout the country, with dozens of clients and thousands of audience members spread across the tourism industry. **His newest keynote presentation "Destination E" reflects his 35 years experience of engaging employees, visitors and entire communities for the benefit of all.**

Contributing author to ***Group Tour and NTA's Courier magazine*** - published 7 times 2010-12

Recent Appearances

National Tour Association 2011 Convention

MPI 2012 World Educational Conference

PCMA 2012 Educational Conference

Simpleview, Inc. Rock n Roll Retreat 2012

2009- 2012 Governor / Tourism Conferences

Colorado - Virginia - Louisiana - Georgia - Tennessee - New Mexico - Mississippi - Indiana - Alabama Gulf Coast - Oklahoma- Kansas - Delaware - Iowa - Missouri Southeast Tourism Society

Professional Associations

Destination Marketing Assoc. Int'l - Allied

St. Louis CVC - 23 year member

MPI - EduCon Team

St. Louis Attractions Association
Past President 1997

Society of HR Management - VP Programs

St. Louis Attractions Assoc. - Past President

National Speakers Association
President's Award 2005

Greater Boston CVB

Treat 'em Right Seminars
Phil Bruno - President

314-846-9139
www.treatemright.com

Business Member

Destination Marketing Association International

General Sessions / Keynotes

Surviving and Thriving: Top 25 Tourism Recession Success Cases

Tourism Category

Published through six articles in Group Tour magazine
March through October 2011

An intriguing and inspiring case study based program, this session will guide you through a far-ranging behind the scenes look at strategies and tactics of phenomenally successful tourism organizations despite the recession economy. For example, at The Titanic Museum, you'll witness the promotion that gave Branson and Pigeon Forge a huge boost; on top of Lookout Mountain, Georgia, Rock City Gardens focuses on their number one resource to generate record revenues; in Linden, Tennessee, you'll discover how grass roots tourism development is saving a town from 28% unemployment and a bleak future to renewed life and historic tax revenues; and Dodge City Kansas decided to not participate in the recession. The CVB has played a major role in reaching 40% revenue growth, and 4% unemployment.- less than half the national average

You'll walk away with this session with new ideas on:

- Showing your teams that excellence is attainable
- Creativity and innovation that rules the day
- Understanding new definitions for "Community"
- How technology is delivering transparency to customers

Recently
Tennessee Association of CVBs 2/12
Louisiana Travel Promotion Association 1/12
S. Delaware Tourism Awards 12/11
National Tour Association 11/11
Colorado Governor's Conference On tourism 9/11 (2nd appearance)
VA Tourism Summit 4/11
Hospitality Sales and Marketing Association International 3/11
Southeastern Tourism Society 2/11
Florida Association of CVBs 1/11
New Mexico Governor's Conference on Tourism 5/10
Alabama Gulf Coast Tourism Assoc. 5/10 (2nd appearance)
Mississippi Governor's Conference on Tourism 3/10
Hoosier Hospitality Conference 3/10
Oklahoma Governor's Conference on Tourism 10/09

Great Guest Experiences

Featured in *NTA's COURIER magazine - March 2012*

Visitor Services and Tourism category

The Experience Economy is here and now. If you don't know what that means, you need to slap yourself and dial in to this enlightening presentation. In this session, you'll learn the competitive advantage of building experiences, not just offering products and services. Success stories from Phil's own experiences with Fortune 500s, family-owned businesses and not-for-profits as well as business models from the leading organizations like Starbuck's, Enterprise Rent-a-Car, and Build-A-Bear Workshop will have you leaving this seminar with new ideas on creating memorable guest experiences that will keep them coming back!

Just a few of the things you'll walk away from this session with include:

- How and why we've evolved into the Experience Economy
- The Importance of creating Customer Experiences for Competitive Advantage
- The new mantra—Satisfaction, Sacrifice and Surprise
- Using metrics for measuring your customers' current experience

Recently
Central Iowa Tourism 1/12
National Tour Association 11/11
National Park Association 3/11
The Motivation Show 10/10
Hospitality Sales and Marketing Association 9/10
Alabama Gulf Coast Tourism Association 6/10

Destination "E": How experience, engagement and employees are driving success destination-wide

Marketing Long term Strategic

Would you like your community to get behind your brand message and promise?
This inter-active panel presentation will enlighten you about how leading destinations and attractions are enhancing their brands by focusing on the visitor and hospitality worker's experience and engaging their own communities in order to keep their brand's promises.

Strategies, tactics and results will be shared by the actual brand owners from your state or industry
Sample line-up form GA Governor's Conference on Tourism:
- Santa Monica, CA CVB,
- See Rock City on Lookout Mountain, GA
- Philly Welcomes U! from Philadelphia PA.

You won't be allowed to sit back and watch. Prepare to be engaged.

Note: This topic requires participation from a DMO and/or attraction who has recently experienced success through engagement. Phil coordinates and rehearses the panel, then leads and presents his own Philly Welcomes U! success story as well.

Recently
GA Governor's Conference 8/12

Educational Breakouts

DMOs are being scrutinized closer than ever before for management practices, productivity and discernible business results for their communities. By learning and implementing the most effective proven management practices, tourism leaders can show a commitment to excellence.

Presented in 75-90 minute sessions
All presentations include a short workbook for conference use and a post conference downloadable full version complete with appendix and forms for added value.

Hire the Best Leadership/Administration - Tactical Middle/Senior Manager

Behavioral Interviewing is an interviewing process based on the theory that past behavior is the best predictor of future behavior. The techniques learned in this class will allow interviewers to gather more in-depth knowledge about candidates, make more informed hiring decisions and select better candidates for open positions.

These specific job interviews have been created for CVBs:

Coordinator - Membership Services

Manager - Convention Services

Manager - National Convention Sales

Manager - Visitor Services and Volunteers

At the end of this class you will be able to:

- write and ask behavioral interviewing questions that allow you to gather detailed information about a candidate's past experience.
- write and ask interview questions that directly relate to the knowledge and skills you need.
- determine how candidates get things done, not just what they do.
- establish professional rapport with candidates.
- summarize the information gained through multiple interviews to differentiate between multiple candidates.
- make an informed hiring decision backed up by clear evidence.

Recently
GA Governor's Conference 8/12
Society of Human Resource Managers 6/11

FAST Feedback®: Coaching Skills for Managers. - Executive Leadership Tactical Middle/Senior manager

After 800 interviews with frontline employees as well as seminars and problem-solving sessions with leaders and managers from different organizations, I've discovered two important facts:

1. The number one factor affecting employee performance is, hands down, the employee's relationship with his or her manager. And the most successful managers intuitively build working relationships through a coaching style of management that uses feedback as its foundation. These managers don't wait for annual or semiannual performance reviews to give feedback to their employees; they provide it every day, every week to keep people on track and moving ahead to the next project or assignment so that energy and enthusiasm keeps running high.
2. People of all ages no longer want to be managed; they want to be coached. The most successful teams—those with high morale, high productivity, and low turnover—are led by coaching-style managers who know how to give their people the kind of feedback they want and need in order to succeed. That feedback is **FAST Feedback**: **F**requent, **A**ccurate, **S**pecific, and **T**imely—and it will transform your relationships with the people you manage.

This program, then, is designed to give you best practices, techniques, and tools you can use immediately to transform your relationships with the people you manage every day by becoming the most effective coaching-style manager who delivers feedback—F-A-S-T.

By practicing **FAST Feedback**, you will:

- Provide your direct reports with regular guidance as they need it.
- Give them a greater feeling of being "in the loop."
- Build your own credibility with the people you manage.
- Increase the quality of your day-to-day interactions with your team members.
- Make responsive coaching the centerpiece of your supervisory relationships.
- Enable responsible delegation through regular built-in review and revision.
- Link performance evaluation directly to concrete action steps.
- Accelerate turnaround time and increase productivity.
- Encourage an ongoing results-oriented dialogue between you and your team members.
- Separate performance evaluations from annual raises and promotions.

Why FAST Feedback now?

Leaders and managers attempt to adapt to continually chaotic markets, fierce global competition, and unpredictable staffing and resource needs, everything is always new—new people, new information, new products and services, new rules (no rules). Consequently, even the most seasoned leader is perpetually inexperienced. In such a workplace, it's hard to know what to expect.

Recently
GA Governor's Conference 8/12

Treat 'em Right Seminars 314-846-9139
Phil Bruno - President www.treatemright.com

Have you ever been part of a group of people that just CLICKED? Successful teams have great SYNERGY. Maybe it was a volunteer committee with a professional association, or if you are lucky a team where you work! A group of people with differing backgrounds, opinions, personalities, and levels of expertise can make it challenging to effectively collaborate and perform together well.
Using the Treat 'em Right - ***Teams That Click*** personal assessment, you will acquire the tools to attain fun, growth and success. Get the most out of your team members and learn your own preferences to enhance your team leadership.

• Identify your best approach to team work and leadership.
• Obtain techniques to effectively identify staff member's strengths and where they should appropriately serve in your organization.
• Clarify roles and responsibilities to effectively develop strategies and tactics for improvement.

Takeaways

- learn your own team preferences
- how to slot team members for success
- conflicts you should expect
- a tool to take back and utilize with your team
- add a leadership tool to your career tool inventory

Today's ***Teams That CLICK profile*** identifies your strengths working in a team atmosphere and helps you recognize the strengths of others for proper placement and realignment. Take it back to the office and ask others to fill it out to get a total inventory of the people you work with, or use it on your next committee.

Recently
Professional Convention Managers Association 6/12
Meeting Professionals International 6/12

Interview Like a PRO Administration Tactical Entry level

Today's interview processes can be a crap shoot. Sometimes interviewers know what they are doing and sometimes they don't. You may even be in front of a poor interviewer, but you still want them to receive your best information. But if you can handle a behavioral based interview, you can deal with anything.

The techniques learned in this class will allow you as a candidate to represent yourself in the best way possible to for your promotion or outside opportunity.

You will match your skills to competencies from current job descriptions. Then build stories that exhibit critical behaviors that employers demand.

At the end of this session, you will be able to:

- prepare in a way that builds confidence
- establish professional rapport with an interviewer.
- handle probing questions that zero in on key information.
- use positive body language to engage a team of interviewers.
- summarize your real-life experience in a manner that matches competencies.
- pick up clues determine whether the organization is a fit for you

Recently
Meeting Professionals International world Educational Conference 6/12

<u>Sharpening Your Interpersonal Skills</u> Communications Tactical Entry level

Employers value those who can communicate clearly. Getting the job done in a vacuum is no longer a desired skill.

Have you ever been misunderstood or misunderstood someone else? This dynamically inter-active program illustrates the importance in speaking, listening and understanding. Graphic displays of communication models are used and live exercises are performed by all audience members. This fun and engaging presentation immediately improves communication abilities by introducing tools for communication and providing skills practice at the same time.

Benefits include:

- Realizing that words have the least impact in oral communications.
- Identifying characteristics of our best communicators.
- Learning presentation methods and strategies to enhance the effect of your message.
- Skills practice using new found communication tools.

Sharpening raises your awareness levels and punches through existing barriers.

Achieving Crystal Clear Communication

1. Opening and initial exercise
    a. Assumptions that distort communication
    b. Self-awareness assessment
    c. Eliminating your assumptions

2. Communication Process – A crash course
    a. It takes two to tango: Transmitter and Perceiver
    b. Deciding what outcomes are desirable
    c. Break down thinking, intent, encoding, sending
    d. Maintaining control through voice tone and volume

3. Perceiving skills
    a. Receiving, decoding, understanding
    b. Body language
    c. Eliminating “noise”

4. Skills Practice
    a. Real-time role play – three questions
    b. Balanced feedback
    c. Speaking and listening tips
    d. Closing and celebration of learning

<u>Recently</u>
Meeting Professionals International World Educational Conference 6/12

Present and Pleasant - Convention Services Tactical Executive

It's one thing to attract a convention, another to have it return. The quality and value of service received by exhibitors is the leading factor in returning to a conference venue. The real customer for leading meeting planners are their exhibitors. When they are not happy, nobody is happy.

This program is based on a case study from one of the newest and largest convention centers rated #1 by planners for facility but # 40 for convention services and their efforts at turning around their battleship by educating their union workforce about the meeting industry and their impact.

Benefits include

- Learn basic building blocks for training a convention center workforce
- Measuring your baseline of current performance
- Goal setting and measuring impact of training
- Using a training program as a marketing tool with planners

Phil Bruno trained over 1000 workers from 6 construction unions in 40 separate sessions through 2012.

Bio -

Management & Training background - After a 17 year corporate career with Anheuser-Busch managing Consumer experiences, Bruno began consulting and training for AAIM Employers Association of the Midwest. In 8 years he delivered 13 different training titles to 1000 organizations. Drawing from the real experience of managing people Bruno designed and delivered 4 hour, 8 hour and 3 day customized training courses working closely with human resources managers.
Phil says "It was like working in an emergency room. You name it, I've seen it."

2007-2010 Board member for the Society of Human Resource Managers chapter in St. Louis. As Programs chair, Phil instituted a system to poll 750 members for their most desired topics and then built monthly programs by searching for qualified national speakers to fit the audience's need for style, quality, content and budget. In 2010 a new record was set for member satisfaction.

Hiring - with 800 interviews in corporate America one of Bruno's training topics is Interviewing and Hiring skills. Now working for CVBs he customizes specific job interviews and trains interviewers on the most effective way to prepare, conduct and use the collected data to determine the best candidate for the job.

Treat 'em Right Seminars 314-846-9139
Phil Bruno - President www.treatemright.com

Building Georgia Travel Brick by Brick

Governor's Tourism Conference
August 26 - 29, 2012
ATLANTA

October 8, 2012

Phil Bruno
Treat 'em Right
6786 China Lake
St. Louis, MO 63129

Dear Phil,

On behalf of the Georgia Association of Convention & Visitors Bureaus and the Georgia Department of Economic Development, I want to express our appreciation to you for speaking at the recent Governor's Tourism Conference.

Your expertise helped make our vision for the conference a reality. This year we were able to Build Georgia Travel Brick by Brick through education. The event provided enhanced programs and excellent sessions for a broad cross section of over 525 tourism industry professionals.

We received very enthusiastic and complimentary reviews about the program. Our conference attendance illustrates how important education is to our industry and we appreciate you sharing your knowledge with us.

Thank you again for your participation.

Sincerely,

JFMusselman

Julie Ford Musselman
Conference Meeting Planner

912-897-6339 Post Office Box 30009, Savannah, Georgia 31410 www.georgiagtc.com

Colorado
Office of Economic
Development and
International
Trade

John W. Hickenlooper, Governor
Kenneth W. Lund, Executive Director

September 26, 2011

Dear Meeting or Conference Planner,

Phil Bruno recently spoke during a general session at the Governor's 2011 Colorado Tourism Conference in Loveland, Colorado. Phil was incredibly well received by over 350 tourism industry members. The conference feedback that we received showed that his presentation resonated with the attendees and was informative and inspiring.

His insight into best practices by using local and regional business models was helpful and timely in this economic situation. He did his research on our needs as a tourism group and paired the success stories of both local and regional businesses and their success stories to our situation in promoting tourism in this new economy.

The case studies Phil presented were very applicable to ever segment of the tourism industry. The conversation about the definitions of community was especially relevant as Colorado's tourism industry is very focused on establishing strong partnerships and identifying the commonalities in their communities to thrive in the current environment.

As a conference planner, Phil was an ideal presenter. He was incredibly easy to work with and from first contact to presentation was a very smooth experience. I recommend Phil Bruno as a presenter for your conference.

Sincerely,

Laura Libby
Colorado Tourism Office

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smithfield & isle of wight
CONVENTION & VISITORS BUREAU
hams, history, hospitality & heart

April 22, 2011

Dear Phil,

As the President of the Virginia Association of Convention and Visitors Bureaus, I want to thank you for being the opening keynote speaker at this year's Virginia Association of Convention and Visitors Bureau's 2011 Virginia Tourism Summit in Chesapeake, Virginia. Your topic of ***Surviving and Thriving*** despite the recession economy was what we based the entire theme of the Summit on. It was a pleasure to hear the positive stories that have been born out of the great strategies and tactics of some of the most phenomenally successful tourism organizations in the country. Continuing the discussion at the following breakout session really allowed our attendees to drill down into the subject matter for even more information and enabled them to begin the dialogue for their own economic recoveries (and the next great idea)!

Thank you for bringing your passion for showing our members, vendors and guests that excellence is attainable, creativity and innovation still rule the day, how technology is delivering transparency to customers, the new imperative of partnerships and helping us understand the new definitions for "Community". Your presentation will help give our attendees the tools that we all need to create our own positive story!...that kind of motivation is priceless and you really delivered! Rock on Phil Bruno!

Yours in Tourism,

Judy Hare Winslow

President, Virginia Association of CVB's
Director of Tourism
Smithfield & Isle of Wight County
Home of Hams, History, Hospitality and HeART!

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