

Ambassador Toolkit

Hosting a ForWard Event – Best Practices

1. STRENGTH IN NUMBERS

AHLA can connect you with others in your area who have expressed interest in ForWard or attended a national ForWard function.

2. START SMALL

Schedule a meet up for coffee or happy hour.

- Source a hotel venue for space and everyone is on their own to cover costs of their beverages.
- Keep it simple – networking should be the focus of the first few gatherings.
- Ice breakers help! – Have a list of questions on tables to facilitate conversations (e.g. What book are you reading? Favorite hotel? Pandemic hobby you've stuck with? What brought you to the hotel industry? What interested you most in participating in a ForWard event?)

3. COLLECT CONTACT INFORMATION

Track information in a spreadsheet so you'll have an easy distribution. Add an "opt in" to the AHLA Ambassador Program and share your list with AHLA accordingly.

4. SOCIAL MEDIA

Utilize your personal and professional social networks to promote ForWard events using the #AHLAForWard hashtag. Be sure to tag @AHLA on Twitter and American Hotel & Lodging Association on LinkedIn so we can help amplify your posts.

5. NOTIFY YOUR STATE ASSOCIATION

Get on the radar of any local associations. Ask them to promote your functions and connect you with local industry leaders for support and engagement. AHLA is happy to facilitate introductions.

Educational Events

It's time to move beyond networking once you've established a sizable cohort. We suggest hosting an educational program, with a few ideas listed below. These topics can be utilized for panel sessions with 3-4 industry leaders or 1:1 fireside chats. Sample questions are listed below.

LESSONS IN LEADERSHIP

1. *How did you get your start in hospitality and what put you on the path to leadership?*
2. *What advice do you have for women in the audience looking to follow a career path similar to yours?*
3. *Everyone hits roadblocks along their career path. Tell us about one that not only challenged you, but ultimately proved to be a stepping-stone or yielded an unexpected positive outcome.*
4. *What's the best advice you've received during your career, or what advice do you wish you could tell yourself when just starting out?*
5. *How can women in hospitality help other women succeed in their careers?*

Educational Events *continued*

MENTORSHIP & SPONSORSHIP

1. *Mentorship is such an important piece of leadership. Tell us about the impact mentorship had on your career. Do you continue to use your mentors even as you've reached these senior management positions?*
2. *Are you actively in a mentor/mentee relationship? How did it start and how do you keep it going?*
3. *In a recent Harvard Business Review article they summed up sponsorship using one word: influence. As leaders in your companies and our industry, how have you used your influence to help sponsor a colleague?*
4. *If someone joining us today is interested and there is not a mentorship or sponsorship program at their organization, how can they get noticed or involved in a more effective manner?*

DIVERSITY, EQUITY & INCLUSION IN HOSPITALITY

1. *There is a significant amount of research that makes the business case for DEI: a diverse team leads to better bottom-line performance. If you were making a case – or when you have made the business case – what would you say, what do you say?*
2. *How would you define “inclusive leadership?”*
3. *Why is having a more diverse and inclusive leadership team important to you and your organization?*
4. *One thing that the pandemic changed, for the better, was a focus on empathy – literally seeing your teams in their own environment and understanding more visceral what the work/life situation is and how hard it is under normal circumstances. How do you think this attention influences the future of work?*
5. *What advice do you have for junior employees who may not be in leadership positions, but want to encourage diversity and foster inclusion in their work environment?*

Social Media

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Branding

REQUESTING A CUSTOMIZED LOGO

AHLA can provide a customized ForWard Ambassador logo for your city/region/state.

Let us know how you would like it to read and we'll provide multiple file formats.

AHLA will need to review the logo usage on any communications content.

Please send logo request and any content for review to Megan Steggert msteggert@ahla.com.

TEMPLATE LIBRARY

AHLA will share ForWard templates for speaker invitations, PowerPoint, signage and other needs that can be modified for your communications and events.

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