

# Back to Business Webinars, episode 5. Communication – Focus on Client 22nd July 2020



Communication is of utmost importance, internal and external equally critical, also required for brand RE-EVALUATION

Moderator Maarika Liivamägi  
General Manager @Estonian Hotel and Restaurant Association

TRUST is now the new communication currency as well



Mae Leyrer  
Interim Executive

Companies realize now the importance of (open) COMMUNICATION



Personal stories as a social engagement tool- your own employee is AMBASSADOR

The basis of good strategic communication planning:



TRUST is transferred best from person to person, from people to people



Indrek Põldvee  
LinkedIn Expert

Essence of INTERNAL dimension – in communication and branding

Brands are not abstract, there are PEOPLE behind it



FAQ- REACT and inform everybody



Your employees as EVERYDAY HEROES

PERSON is more interesting



Anything internal is MIRRORRED also to the external



You cannot NOT communicate silence is a message, too



Be your own brand- be the VALUE, not just commodity



Make communication in hotel digital- fast, safe and personalized

"I don't know" is a better answer than no answer



Think it through

With communication you can build and destroy

PEOPLE follow PEOPLE, not companies



There cannot be silence- tell your story



Tanja Holmberg  
General Manager & Communications Consultant @ PR Office Pieni Ideapuoti Ltd

Florian Ziegler  
CCO, Director Business Development International @ at-visions

Guest centric communication



Don't hide your head in the sand

Being in the game again requires being active in storytelling



The more PERSONAL your stories get, the more likely you are able to reach out and be relatable

Your own wifi splash page- don't give your attention to Google



Unify DIGITAL GUEST experience in order to have an overall picture and all aspects covered

It takes TWO to communicate – Q&A is a two-way interface



Ancillary revenue comes best from the communication

Data collecting the basis for knowing your guests

Be creative of what you are telling and what you offer

Do RESEARCH for social media content- what people search and read



People seek luxury not the ordinary



Communication during COVID-19 needs to be adjusted, not changed as much.

