

NMTA Leadership Conference



Creating a company culture that drives your business forward.

From recruiting to retention, unlock the secrets of keeping your front line employees empowered and engaged.

Conference Goal/Summary:

- Incorporating Culture in Recruiting - get the right people for you!
- Retention tools for a diverse workforce
- Helping new managers bridge the gap between peer and leader
- Empowerment tools that ignite employee engagement
- Giving and receiving feedback
- Coaching new managers on problem solving skills
- Improving communication and trust among teams

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**Agenda for
November 8th, 2024
at
Santa Ana Star Hotel in
Bernalillo, NM**



- 8:00 - Registration and Breakfast
- 8:30am Welcome and Ice Breaker Activity
- 9:00 - 10:00 Identifying Keys to your Culture

Short break

- 10:30 - 12:00 Recruiting and Retention In the Gig Economy
- 12:00 - 1:00 Lunch
- 1:00 - 2:00 Getting Training Right - Integrating Culture
- 2:00-2:30 Small group activity

Short break

- 2:45 - 3:30 Empowering Employees with Problem Solving Skills
- 3:30 - 4:30 Putting it in action - key takeaways to implement now
- 4:30 - 5:00 Questions/Networking

Experienced Training



Take 25 years of real-world hospitality experience, add the financial savvy of an MBA, then stir in the entrepreneurial problem solving skills of a successful owner/operator and you get an expert coach and trainer working to improve your company's service, culture, and strategy.

Meet Nicole Mattson, MBA:

- 10 years of luxury customer experience including Front Office Management, Opening Team Training for two world-class resorts, Operational Management of Luxury On-Mountain Ski Lodging and Dining, and Reservation, Sales, and Revenue Management with Starwood, Vail Resorts, and East West Resorts.
- 7 years of corporate pricing strategy
- 10 years of owning and operating a world class destination at Nocturne Jazz and Supper Club
- 6 years as an adjunct professor teaching undergraduate students at the University of Denver.
- Over 25 years of facilitating front line training for customer focused professionals.