



FLORIDA
RESTAURANT &
LODGING
ASSOCIATION

PINELLAS CHAPTER



FLORIDA
RESTAURANT &
LODGING
ASSOCIATION

HILLSBOROUGH CHAPTER

Kiss YOUR CUSTOMER

In a COVID-19 Environment
Customer Experience
& Reigniting Sales

Thursday, April 29, 2021

8:30 a.m. – Registration & Lite Breakfast

9:00 a.m. – 10:30 a.m. - Presentation

Safety Harbor Resort & Spa

105 N Bayshore Drive, Safety Harbor, FL



The Hillsborough and Pinellas Chapter's are very pleased to welcome award-winning speaker and renowned Keynote Speaker, Andy Masters. Andy's most critical service program ever is based on his award-winning book "[Kiss Your Customer: 77 Reasons Why Sales & Service Are Just Like Dating & Relationships](#)". Andy proves that we must create a transformation from doing a JOB to creating a BOND in times of crisis. Andy illustrates that "[Crisis Leads to Forced Innovation](#)", therefore we need to create solutions to provide even better services for our customers as we move our businesses forward.

Customers will always remember how they were served and appreciated during an unprecedented time. **Andy has presented over 1,000 programs to 100,000 + attendees.** Enjoy this timely, interactive, and impactful program which provides critical solutions for service organizations during our **COVID-19 pandemic.**



REGISTER ONLINE TODAY!!!

<https://2021frlakissyourcustomers.eventbrite.com>

Registration Deadline: 4/27/21



SAFETY HARBOR
RESORT AND SPA
ON TAMPA BAY

WHO SHOULD ATTEND:

OWNERS, GENERAL MANAGERS AND FRONLINE WORKERS

Event Cost

Member - \$35.00 per person

Reserved Table of 8 - \$245.00 (**\$35 Savings**)

Future Member - \$40.00 per person

Sponsorship Opportunities

Showcase Sponsor Table - \$250.00

(Table to display products & services, and one event ticket)

Program Sponsor - \$500.00

(Opening welcome, table of 8, recognition on all pre-program and program materials)

The Safety Harbor Resort & Spa is located less than 5 minutes off the Courtney Campbell Causeway



Contact: Dannette Lynch, FRLA Regional Director, at
(727) 642-3404 or email: dannette@frla.org

