

## THE POWER OF RELATIONSHIPS for Profit and Loyalty



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## THE POWER OF RELATIONSHIPS Session Takeaways

- Benefits of Relationships as a sound business practice
- Examples of specific activities to connect Event Professionals and Catering Executives
- Tools to plan Connection Activities
- Examples of Sales Growth generated by Powerful Relationships
- Best Practices to ensure Strong, Lucrative relationships
- Potential Pitfalls and how to avoid them



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## THE POWER OF RELATIONSHIPS PANELISTS

- **BOB CHRISTIE**  
President , Christie's Photographic Studios
- **DOMENICK SAVINO, CPCE**  
CEO, Drexelbrook Catering
- **LISA LYNN BACKUS, CMP, CPCE**  
Catering & Convention Services Manager  
Las Vegas Meetings by Caesars Entertainment  
Bally's Las Vegas & Paris Las Vegas
- **TIM SUDALL**  
Owner, Video One Productions
- **NICK WALLER**  
Food & Beverage Director, Wolfgang Puck Catering at  
ACE Conference Center

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**THE POWER OF RELATIONSHIPS**  
**Best Practices**  
BOB CHRISTIE

- 1. \_\_\_\_\_  
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- 2. \_\_\_\_\_  
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- 3. \_\_\_\_\_  
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Revenue 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

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**THE POWER OF RELATIONSHIPS**  
**Best Practices**  
DOMENICK SAVINO

- 1. \_\_\_\_\_  
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- 2. \_\_\_\_\_  
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- 3. \_\_\_\_\_  
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Revenue 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

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**THE POWER OF RELATIONSHIPS**  
**Best Practices**  
LISA LYNN BACKUS

- 1. \_\_\_\_\_  
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- 2. \_\_\_\_\_  
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- 3. \_\_\_\_\_  
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Revenue 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

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**THE POWER OF RELATIONSHIPS**  
**Best Practices**  
TIM SUDALL

- 1. \_\_\_\_\_  
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- 2. \_\_\_\_\_  
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- 3. \_\_\_\_\_  
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Revenue 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

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**THE POWER OF RELATIONSHIPS**  
**Successes and Turnarounds**

- Challenges we face
- Common ground
- Working within NACE
- Principles of a "Giving" approach to business
- Building, Strengthening, Maintaining



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**THE POWER OF RELATIONSHIPS**

- Relationship Investment to Revenue Ratio
- Planning for Relationship and Revenue Growth

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