

A New Chapter in Hospitality: Leading Meetings & Events in the Caribbean and Latin America

Role:

Vice President, Global Sales Organization, Caribbean & Latin America at a major international hotel company

Industry:

Hospitality, Meetings & Events

Region:

CALA

Period:

Jan - July 2023



The Challenge and Opportunity:

The challenge for this executive was to strengthen her company's presence in the Caribbean and Latin America region through innovative activations at a time of unprecedented transformation in the realm of in-person events. She also wanted to promote a culture that is inclusive and welcoming, where all people, no matter their background or identity, feel valued and represented.

Our Strategy:

To navigate the changing Meetings & Events industry, we implemented a multi-faceted approach. We closely monitored evolving trends and integrated innovative solutions to ensure the successful organization of events in Caribbean and Latin America markets. We were able to host in-person events that allowed for team-building and organizational growth opportunities and provided a platform for meaningful dialogue among stakeholders, thereby expanding the company's reach and strengthening its market presence. Furthermore, we boosted the visibility of the executive's profile in the Caribbean and Latin America region by leveraging social media campaigns, insightful commentary, and media coverage initiatives. Our goal was to showcase her leadership skills, strategic vision, and commitment to a diverse and evolving industry.

The Results:

The executive achieved an impressive growth of 16 points in her social selling index, propelling her to the pinnacle of her industry. In doing so, she has become a prominent figure in the Meetings & Events space and a respected voice of authority. Moreover, she has further demonstrated her commitment to diversity and inclusivity by promoting a culture of belonging where everyone feels valued and respected. Thus, our strategy facilitated an impressive journey that allowed her to connect with new and existing stakeholders, build trust with her colleagues, and ultimately become a leader in the industry.

TOP 1% among LinkedIn connections

TOP 1% in the Meetings & Events industry

Key Growth Metric

Growth

Followers

10%

Profile Views

1,085%

Social Selling Index

16 points