



The Australian and New Zealand members attending the Les Clefs d'Or International Congress.

LES CLEFS D'OR

by Elvis Soiza Chief Concierge, Sofitel Brisbane Central

INTERNATIONAL CONGRESS

Recently I attended the Les Clefs d'Or 57th International Congress in the beautiful city of Lisbon in Portugal, which was held from January 13 to 19 this year.

Over 350 of the world's best professional concierge from top hotels and resorts gathered in Lisbon to focus on exceptional service, leadership and guest experience management with emphasis on reinforcement of and enhanced value for guests.

No longer only the domain of the hotel lobby, the word 'concierge' has now come to mean either an individual, a whole department or even virtual functions synonymous with service. Use of the word 'concierge' is explosive but substantive credentials to support this ultimate service role has been diminished and used inappropriately. The Lisbon meeting focused on how we Les Clefs d'Or concierge must constantly seek out ways to reinforce and enhance our position as the original service role models and how to add value to our guests and properties as economic challenges continue worldwide.

The International Executive of Les Clefs d'Or, together with the Portugal organising committee, assembled industry leaders to address these trends, challenges and opportunities for the concierge profession. Mr Mark Conklin, Marriott Vice President for Western Europe, presented 'The Spirit to Serve' on leadership and vision and challenged the attendees to take a stronger role in standards of excellence. Mr Carlos Fogaca, representing Lisbon Tourism, presented the 'Lisbon Experience' which

focused on how emotions make a powerful impact on each moment of contact anywhere.

Roberta Nerdy, President of Hospitality Excellence, a guest experience management and guest service training firm introduced '3D Service – A New Dimension in Service' to address new approaches to meet the market frenzied demand for more personal service and value.

Les Clefs d'Or worldwide recognises how critical it is to constantly and consistently integrate new service skills and perspective to meet and exceed guest expectations and the annual educational programming at our International Congress does just that and that is why it is very important for hotels to support and encourage their Les Clefs d'Or concierge to attend the International Congress as it is not only beneficial to the concierge but the property that he or she works at. Hotels that hire and maintain properly trained professional concierge, who are constantly on top of guest satisfaction and loyalty trends, will see significant impact to the bottom line and guest satisfaction levels and feedback will soar.

It is important for a Les Clefs d'Or professional to have a never-ending network of acquaintances, friends and colleagues from around the world to assist him or her in meeting and exceeding guest demands that is an other reason for attending the International Congress.

Les Clefs d'Or Australia is a not-for-profit association dedicated to continued education, effective networking and enhanced job performance of all its

members. We pride ourselves in learning about our cities and environs, restaurants, events, sightseeing destinations in order to help guests get the most out of their visit. We are professionally trained individuals who have built up our skills and contacts for many years to open doors throughout their cities and indeed around the world.

This year I was given the honour by the International Executive of Les Clefs d'Or to become one of four international members to be part of the International Ethics Committee. The aim of the code of ethics is to ensure that all members attending international events behave in an appropriate and respectful manner at all times and to all attending such events.

LES CLEFS D'OR MEMBERS

International

3RD VICE PRESIDENT: Colin Toomey,

The Shangri-La Hotel, Sydney

Australian Chapter

PRESIDENT: Elvis Soiza,

Sofitel Brisbane Central

SECRETARY: Michael Anderson,

The Observatory Hotel

TREASURER: Steve Ciric,

Hilton On The Park

Queensland Members:

DOROTHEA VONGNIELINSKI,

Brisbane Marriott Hotel

SHANE EDWARDS,

Sofitel Gold Coast

DEREK FENN,

Palazzo Versace

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